FEBRUARY 22, 1954

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BROADCASTING TELECASTING

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23RD year

E NEWSWEEKLY RADIO AND TV

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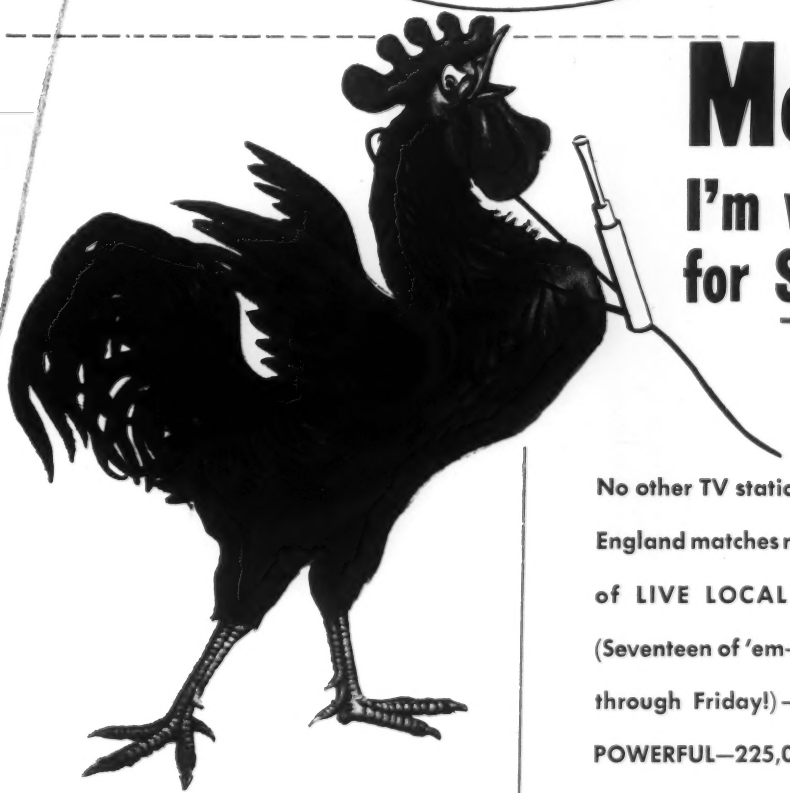
Now See 10 This!

WJAR-TV
PROVIDENCE



Me?
I'm wired for SALES!

No other TV station in New England matches my rooster of LIVE LOCAL SHOWS (Seventeen of 'em—Monday through Friday!)—and I'm POWERFUL—225,000 watts!

I'll do the CROWING—
You'll do the SELLING!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
First in Sight
In Southern New England

NBC - basic
ABC - supplementary

National Sales Representatives—WEED TELEVISION

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

JACK HOLDEN

Thousands write to him as if he were owner or manager of WLS . . . and justly, for WLS Senior Announcer Jack Holden has been on the station's announcing staff for 22 years. He has watched WLS grow from 5,000 to 50,000 watts . . . . seen the National Barn Dance mature from a studio show to a theater-packing radio-stage tradition. His voice has been beamed from an airplane and from boats . . . . from a World's Fair and from innumerable state and county events.

Probably no other Midwest radio voice and personality are as well-known and beloved as those of Holden. From years of network experience on the National Barn Dance and the Tom Mix Show, to daily announcing duties on several locally produced WLS shows, he has developed a tremendously loyal listener following . . . . which, after 22 years, has come to accept and believe the things he says—and the products he sells.

Whether it be an announcer or a musician—an agricultural expert or an educational director, WLS personalities have the confidence and loyalty of Midwest listeners. That's why they get results . . . . why they sell goods for WLS advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

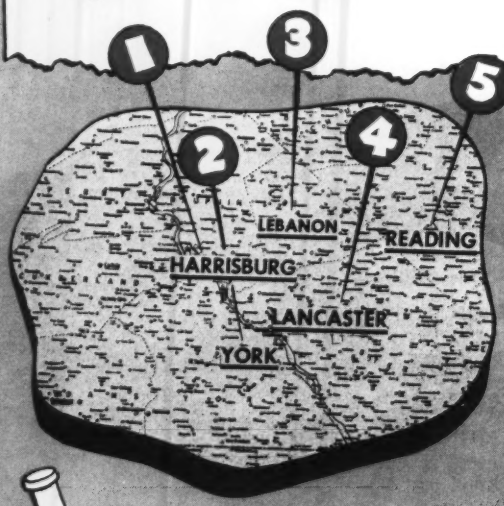
CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

5 + 5 = PROFIT



WGAL·TV

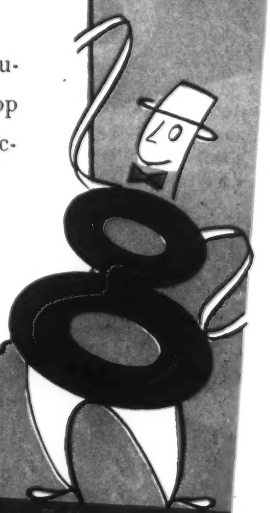
NBC • CBS • ABC • Du Mont

Lancaster, Penna.

5 prosperous Pennsylvania metropolitan areas and hundreds of smaller cities and towns included in the WGAL-TV large, rich industrial and farm area. An enthusiastic buying audience — spends each year $1,723,599,000 for retail merchandise.

5 years building loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks. A consistent record of successful selling for national and local advertisers.

It all adds up **to the profitable, economical way to increase sales for your product.**



Mr. Channel 8

WGAL
AM TV FM

Represented by **MEEKER**

New York
Chicago
Los Angeles
San Francisco

closed circuit

WHILE no official word yet forthcoming on reappointment of Rosel H. Hyde to FCC chairmanship, all signs point that way. Latest to wax enthusiastic in his behalf is Comr. Robert E. Lee, who has told those who suggested his elevation that he is actively behind Mr. Hyde. Mr. Hyde was designated chairman by President Eisenhower for one year tenure last April 18. This established precedent since heretofore FCC chairman has been designated without specific tenure.

★ ★ ★

EARLY MEETING of CBS Radio affiliates committee is in works, with likelihood it'll be within four to six weeks in Chicago or New York. Chairman Kenyon Brown, KWFT Wichita Falls, Tex., conferred informally with CBS Radio President Adrian Murphy and other CBS officials in New York last week, covering wide range of affiliate-network subjects but reportedly encountering no serious problems. Committee meeting contemplated primarily to complete permanent organization of that group and discuss possibility of holding meeting of all CBS Radio affiliates in conjunction with NARTB convention in May. Network executives appeared confident of ability to come through with plan for high-rated and salable hour-long feature [B•T, Feb. 15] to succeed *Lux Radio Theatre* (Mon., 9-10 p.m.), which is slated to switch to NBC next fall.

★ ★ ★

STANLEY R. PRATT, NARTB director who since mid-1952 has been in upper echelon of Republican National Committee in Washington, leaves March 1 to return to private enterprise. He'll relinquish his post as director of patronage but may troubleshoot occasional special assignments. President of WSOO Sault Ste. Marie and District 8 director, Mr. Pratt has not yet announced his primary activity after he returns from long-postponed vacation.

★ ★ ★

INCREASING uncertainty about uhf operation, notably in inter-mixed markets, beginning to cause manufacturers and engineers serious concern. Bankruptcy of KMPT (TV) Oklahoma City (story page 68) may leave several manufacturers and consultants holding bag since installation was one of largest, with 950-ft. tower and 179 kw ERP. Closure of KCTY (TV) Kansas City (ch. 25) by DuMont [B•T, Feb. 15] also added to vexation.

★ ★ ★

MEXICAN communications ministry has been making overtures to U. S. through State Dept. seeking piecemeal arrangements on broadcast allocations to clear up individual problems. But State Dept., based on FCC advice, has suggested that Mexico deal on multilateral basis looking toward participation in NARBA, from which it abstained two years ago. NARBA treaty, without Mexico, is still pending before Senate Foreign Relations Committee and is still vigorously opposed by Clear Channel Broadcasting Service.

IN CHICAGO, where pressure drive is being made to solicit funds through citizens' committee for educational tv station (reserved ch. 11), some are referring to project as an "electronic tin cup." Evidently contributors are being sold on thesis that station would be used for Red Cross, Community Chest and other money-raising campaigns. Reports from most other educational operations are far from optimistic.

★ ★ ★

MINOR bit of phrasing is providing major obstacle to final drafting of uniform contract form for tv films. Important NARTB project held up by lack of agreement on shipping paragraph, with potential of several thousand dollars per month involved for some stations. Present thinking is that stations agree to ship films back to source, but require supplier to pay costs if films are shipped to other stations, which may be hundreds of miles away.

★ ★ ★

NOW THAT FCC has its chief examiner, it's hoped steps will be made to upgrade examiner pay scales to level approved by Civil Service for other agencies such as Federal Trade Commission and Dept. of Agriculture. In those organizations hearing officers have grade 15, with pay scale ranging from $10,800 to $11,800. At FCC examiners are graded P-14, ranging from $9,600 to $10,600. Whole question of status of examiners is being reviewed by several groups under Congressional instruction in effort to segregate them completely from influence within their agencies or outside.

★ ★ ★

SOME U. S. BROADCASTERS are up in arms over what they regard as State Dept. endorsement of non-commercial educational tv in Western Germany. They allege State Dept.'s International Educational Exchange Service is espousing non-commercial educational tv as ideal type of service, using U. S. tax dollars to undermine commercial tv.

★ ★ ★

INVESTMENT syndicates reportedly again are making discreet inquiries about financing groups of tv stations through acquisition of equipment, studios, etc., on long-term leasehold basis with option to purchase at end of prescribed period. Rub comes in what FCC might do about such transactions since implicit in them would be chattel mortgage on license if financed station strikes out.

★ ★ ★

PUBLISHER Mark Ethridge of Louisville *Courier Journal* and *Times* (WHAS-AM-TV) last week asked *Chicago Tribune* for details of its "Chicago Plan" of paid sponsor mentions in radio-tv program listings. Both Louisville papers now carry logs free.

★ ★ ★

THERE'S opportunity for experienced broadcast executive in between jobs to handle four-month assignment as consultant to Government of Formosa in setting up American-style commercial broadcasting structure. Project is under State Dept.'s International Exchange Persons Service, and assignment would pay per diem based on about $11,000 annual stipend.

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Exquisite Form Brassiere thinks it has solved taste problems in commercials and is ready to go on tv. *Page 32.*

Ben Duffy urges telecasters to curb commercial excesses. *Page 33.*

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Sixty-five nominated for NARTB board vacancies. *Page 38.*

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BMI announces schedule of U. S. and Canadian program clinics. *Page 48.*

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FCC grants waiver to Westinghouse to meet multiple ownership requirements, may review strict interpretation of rules. *Page 50.*

Congressional bill is being written to hit shows like *Strike It Rich*. *Page 54.*

Radio-tv representatives at White House Conference on Highway Safety draw plans for industry support. *Page 60.*

STATIONS

Weekly summary of new tv stations and those planning to begin operations in next 30 days. *Page 66.*

Fetzer buys KFOR-TV Lincoln, Neb., for $300,000. *Page 66.*

NETWORKS

How CBS-TV will move into competition in early morning with NBC-TV's *Today*. *Page 72.*

New "secondary" tv network is announced for introduction next spring. *Page 72.*

MANUFACTURING

Despite uncertain effects of color tv, a good year is predicted for electronics. *Page 78.*

FEATURES

A British editor speaks up for freedom of the air. *Page 90.*

How spot radio built Kool and spot tv established Viceroy. *Page 91.*

Distributing program schedules where newspapers don't print logs. *Page 92.*

FOR THE RECORD

Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 111.*

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend more than 2 billion annually at retail.

(Sales Management's 1953 Copyrighted Survey)

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

at deadline

AFM, Networks Reach Agreement on 5-Year Pact

CONTRACT SETTLEMENT was reached late Friday between radio and television networks and American Federation of Musicians with verbal agreement on five-year pact (see story page 76).

Although lengthiest pact ever achieved by AFM from networks, it was gained at expense of abandoning AFM's demand for use of "live" musicians on all "live" programs.

At news conference, James C. Petrillo, AFM president, said CBS had not yet agreed to contract but added he was sure network "would go along with the others" when contract is formalized, probably this week.

Contract provides for 10% increase for first three years, 10% more for fourth year. It also will specify quotas for staff musicians to be maintained for length of contract. Quotas are: NBC 90, CBS and ABC 65.

Mr. Petrillo said Mutual, which had observer at negotiations, and DuMont are not covered by national contract because AFM doesn't consider them "real networks." Contracts with Mutual and DTN to be formulated during negotiations at local level.

Mr. Petrillo appeared pleased with results of negotiations. In answer to question, he said AFM could not press its demands on live musicians issue because networks resisted firmly. He said "there would have been a strike" if Federation had insisted on this condition.

Hardy Sees Storm Warnings Due to Advertising Abuses

MAINTENANCE of high advertising standards is necessary if public is to keep its confidence in this dynamic weapon of democracy, Ralph W. Hardy, NARTB government relations vice president, said Friday in address to Shreveport (La.) Advertising and Rotary Club.

Noting "clear storm warnings" caused by advertising excesses, he said voluntary self-regulation efforts must be redoubled. "If we ever destroy the believability of advertising," he said, "we will have deprived this country of one of its most dynamic assets."

General Teleradio Had Good Year, Annual Report Shows

GENERAL Tire & Rubber Co.'s share (90%) of profits of General Teleradio last year totaled $1,156,644, William O'Neil, president of parent corporation, disclosed in annual report to stockholders. Aside from radio-tv profits and unconsolidated earnings of foreign subsidiaries, General Tire's net profit was $6,275,158.

Radio-tv subsidiary (which includes Don Lee and Yankee networks, WOR-AM-TV New York, and control of Mutual) surpassed its 1952 record, Mr. O'Neil noted, asserting that "while the industry as a whole suffered a decline in radio time sold, our subsidiary enjoyed a 10% gain in time sold. Also, it now has 17 of the nation's largest 25 advertisers." Total 1953 sales for overall General Tire company—which owns 90% of General Teleradio while R. H. Macy & Co. owns 10%—were placed at $205,371,098, or $19,456,851 (10.4%) above 1952 peak.

ASCAP AGREEMENT

ABC-TV and CBS-TV Friday signed blanket license agreement with ASCAP permitting continued telecasting of ASCAP music. Present licenses, which expired last Dec. 31, are on extension that runs out tomorrow (Tues.). NBC-TV and DuMont have not taken action as yet. DuMont did not previously have license but has been at negotiation sessions as observer.

Dwight W. Martin, General Teleradio vice president and chairman of the All-Industry Local Tv Music License Committee, reported to be polling Committee to see if it will recommend new agreement to member stations. Committee was formed to represent all tv broadcasters, other than networks and o&o stations, in negotiations with ASCAP.

Promotions at WXYZ-AM-TV Include Pival and Christian

SERIES of major staff promotions at ABC's WXYZ-AM-TV Detroit, highlighted by appointments of John Pival as vice president in charge of WXYZ-TV and Harold Christian as vice president in charge of WXYZ, announced Friday by James G. Riddell, president of WXYZ Inc.

Mr. Pival, who has been in radio, television and entertainment fields for more than 17 years, served as director of television sales for station before promotion. Replacing him is Ralph Dawson, formerly assistant director of tv sales.

Prior to his promotion Mr. Christian was sales manager of radio sales of WXYZ and before that commercial manager and merchandising manager. Succeeding Mr. Christian as sales manager of radio sales is Harold L. Neal, who moves up from assistant sales manager of radio sales.

Magne-Tronics Formation Announced by Percy Deutsch

ESTABLISHMENT of Magne-Tronics Inc., N. Y., as company in audio and visual fields which will promote recording and reproduction of sound on magnetic tape was announced Friday by Percy L. Deutsch, Magne-Tronics president. Offices have been established at 122 E. 42nd St.

Mr. Deutsch is veteran in audio and visual fields and until last year served as president of Audio-Video Recording Co., N. Y. Serving with Mr. Deutsch in new company as vice president is Joseph F. Hards, formerly vice president of Audio-Video.

KCMO-TV on DuMont

KCMO-TV Kansas City has become primary affiliate of DuMont Television Network, effective immediately, it was announced Friday by Elmore B. Lyford, director of station relations. KCMO-TV replaces DuMont-owned KCTY (TV) Kansas City, which will cease operations on Feb. 28 [AT DEADLINE, Feb. 15].

• BUSINESS BRIEFLY

SUPER SUDS CAMPAIGN • Colgate-Palmolive Co. (Super Suds), through Cunningham & Walsh, N. Y., planning radio campaign early in March in Arkansas, Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, North and South Carolina, Virginia and West Virginia.

'PRESENTS' RENEWAL SEEN • Although American Tobacco Co., through BBDO, New York, and S. C. Johnson & Co., through Needham, Louis & Brorby, Chicago, alternate-week sponsors of hour-long *Robert Montgomery Presents* on NBC-TV (Mon., 9:30-10:30 p.m.), are still in negotiation, it was understood that 52-week renewal for '54-'55 season will be signed sometime this week.

THREE-DAY SPOT DRIVE • Nash cars, through Geyer Inc., N. Y., placing three-day spot announcement schedule on every television station on air March 18, 19 and 20. Radio plans may follow.

BREWING CO. ON MUTUAL • Miller Brewing Co., Milwaukee, signs for sponsorship, on full Mutual network, of *Robert S. Hurleigh and the News* on Mon.-Wed.-Fri., 9:25-9:30 p.m., and 10-minute program Tues. and Thurs. 12:20-12:30 p.m., effective March 1 and 2 respectively. Agency: Mathisson & Assoc., Milwaukee.

FARM MARKETS SOUGHT • U. S. Steel (ammonium sulphate fertilizer), through BBDO, N. Y., planning spot radio campaign using farm program adjacencies, starting March 1 for 16 weeks in 20 markets.

CBS Forms New Division To Handle Export Sales

FORMATION of new division of CBS, to handle export sales of products of company's various manufacturing operations, being announced by Dr. Frank Stanton, CBS president. Lewis Gordon, for 22 years with Sylvania Electric Products Inc., in charge of foreign department, named president of new division, to be known as CBS International and to have headquarters at 488 Madison Ave., New York.

Export sales formerly were handled by CBS manufacturing units individually. They include Columbia Records Inc.; CBS-Hytron (radio and tv tubes, transistors, diodes), and CBS-Columbia (radio, tv, phonograph sets).

Dr. Stanton said it was hoped new division would "increase materially the efficiency of our export activities" by channelling them into single centralized agency and making it unnecessary for foreign clients to disperse their efforts among several different organizations.

Network Men at NCAA Meet

NETWORK representatives who will attend hearing before NCAA Television Committee in New York today (Mon.) on suggestions for 1954 NCAA television program (see story page 34), it was learned Friday, include Tom Gallery, director of sports, NBC-TV; Judson Bailey, director of sports, CBS-TV; Tom McMahon, director of sports, DuMont; Robert O'Brien, executive vice president, ABC, and Les Arries, director of sports, ABC.

SAN ANTONIO, TEXAS **KGBS-680 ★ 50,000 WATTS** JOHN BLAIR & CO. ★ NAT'L. REPS.

Tom Harker, National Sales Director ★ 118 E. 57th Street ★ New York

A STORER STATION

at deadline

New Vhf at West Palm Beach; Other Late Actions of FCC

NEW TV station on vhf ch. 12 at West Palm Beach, Fla., authorized by FCC Friday in order making final immediately earlier initial grant to WEAT-TV Inc., partly owned by James Robert Meachem, president WEAT there. Action was made possible by withdrawal of WWPG Palm Beach from contest after reimbursement of $6,000 in expenses [B•T, Feb. 1].

WLOI Show Cause Proceeding Cancelled

FCC Friday vacated and cancelled show cause proceeding for revocation of WLOI LaPorte, Ind. Case was instituted late last year for failure to file annual ownership report [B•T, Dec. 7, 1953].

Application Filed in Boston

PROMINENT Bostonians figure in new application filed in Boston vhf ch. 5 contest by Massachusetts Bay Telecasters Inc. With 60 stockholders, expanded bid retains principals in former application of same name, dropped last week, including Roger and William Putnam, part owners of uhf ch. 61 WWLP (TV) Springfield, Mass. Other ch. 5 contestants: CBS-WEEI, WHDH and Greater Boston Tv Corp.

Substitute Application

SUBSTITUTING for vhf ch. 13 applicant KWOS Jefferson City, Mo., Jefferson Tv Co. filed with FCC Friday. KWOS principals are chief owners, but additional stockholders are included. Others seeking ch. 13 are Capital Tv Corp. and L. H. P. Co.

Petition on Rhode Island Ch. 16 Denied

PETITION of Ch. 16 of Rhode Island Inc. for enlargement of issues in its Sec. 309(c) protest hearing against vhf ch. 12 WPRO-TV there was denied by FCC Friday as inconsequential. Ch. 16 of Rhode Island wanted issue whether WPRO-TV continued construction after FCC stayed STA to begin operation. WPRO-TV earlier in week protested STA to Ch. 16 (story page 53).

Lexington, Ky., Ch. 18 in Clear

UHF ch. 18 at Lexington, Ky., put in clear Friday for WLEX as competitor WVLK dismissed application.

Initial Grant for Charleston, S. C., Ch. 2

INITIAL grant for vhf ch. 2 at Charleston, S. C., for WUSN there appeared forthcoming last week as competitor WHAN petitioned for dismissal of its bid. WHAN said it has counted on merger which did not evolve, hence isn't ready for hearing.

KBIX Withdraws Muskogee, Okla., Bid

KBIX Muskogee, Okla., granted petition to dismiss bid for vhf ch. 8, leaving in contest KTUL and Ashley L. Robison.

Both contestants for uhf ch. 65 at Sunbury-Shamokin, Pa., dismissed Friday: WKOK Sunbury and WISL Shamokin.

Selma, Ala., vhf ch. 8 cleared for WBAM Montgomery Friday with dismissal of bid by Dallas Broadcasters Inc.

Dean Withdraws Rapid City Bid

KOZY-TV Inc., headed by former FCC-aspirant Robert J. Dean, owner KOTA Rapid City, S. D., withdrew vhf ch. 7 application at Rapid City Friday, putting in clear Hills Broadcasting Co., headed by N. L. Bentson, chief owner WMIN St. Paul.

Philadelphia Agencies Merge

TWO Philadelphia advertising agencies with combined billings around $7 million merged last week. They are Lamb & Keen Inc. and John Falkner Arndt & Co., both founded over a quarter-century ago. Successor agency is known as Arndt, Preston, Chapin, Lamb & Keen Inc., using the Arndt offices at 160 N. 15th St., Philadelphia. Officers are James G. Lamb, chairman; John F. Arndt, president-treasurer; Robert N. B. Arndt, executive vice president; Seymour S. Preston Jr., Herman S. Thoenebe and Kennard G. Keen Jr., vice presidents.

900 - GAME SCHEDULE

Liggett & Myers' (Chesterfield cigarettes) 1954 baseball radio-tv coverage [B•T, Feb. 8] again will encompass more than 900 regular and championship games in five markets: Greater New York, New England, Philadelphia, Chicago and Los Angeles. Agency: Cunningham & Walsh.

Montana Stations Urge Reappointment of Hyde

PRESIDENT Eisenhower asked by Montana Radio Stations Inc. to reappoint FCC Chairman Rosel H. Hyde to full seven-year chairmanship at end of one-year term.

Montana group opposed McCarthy Bill (S-2125) which would require radio and tv stations to keep records of all programs for indefinite period. In series of copyright actions, SESAC rates were termed unfair.

State law favored to require electrical wires to be at least 1,000 feet from major roads as aid to auto radio reception. Group to seek lower fees for university sports broadcasts. It asked FCC to refrain from setting license fees on ground they are class legislation and discriminatory.

Ian Elliott, KRJF Miles City, elected MRSI president; Joe P. Wilkins, KFBB Great Falls, vice president; Helen Ryan, KANA Anaconda, secretary-treasurer. Ken Nybo, KBMY Billings, is outgoing president.

CBS Reaffirms Control Right In Answer to Getts Suit

RIGHT to maintain control over its news, public interest, and current events programs was reasserted by CBS Friday in New York State Supreme Court in papers filed in answer to $150,000 suit in which Clark H. Getts Inc., New York, program production firm, charges CBS induced Longines-Wittnauer Watch Co. to breach agreement for Getts to produce *Longines Chronoscope* panel series.

Getts firm, which produced *Chronoscope* for Longines on CBS-TV from September 1951 to June 1953, charged in its complaint that CBS "was dissatisfied with what it alleged to be the political or ideological coloration of number of guests" who had appeared on program and "induced" termination of production agreement between sponsor and Getts. CBS in its answer denied charges, said it cancelled program in accordance with terms of time-sale contract and in line with its "long-standing policy to broadcast such news, current events and public interest programs only if they are produced through defendant's own news department."

UPCOMING

Feb. 22-24: NCAA Tv Committee holds hearings on controlled football tv plan, New York.

Feb. 24: Voice of Democracy awards luncheon, Shoreham Hotel, Washington.

For other Upcomings see page 117.

PEOPLE

JAMES BASSETT, political editor of *Los Angeles Mirror* who directed Vice President Nixon's 1952 campaign, named director of public relations, Republican National Committee, succeeding **ROBERT HUMPHREYS,** former *Newsweek* magazine national affairs editor and public relations director for Gen. Eisenhower in 1952 campaign, named Republican campaign director.

DAVID CASSIDY, supervisor ABC-TV Cooperative Program Sales, to John E. Pearson Co., N. Y., station representatives, as account executive, effective tomorrow (Tues.).

WILLIAM LOWE, executive editor of *Look* magazine, to Hewitt, Ogilvy, Benson & Mather, N. Y., as assistant to president.

ROGER BUMSTEAD, Maxon Adv. and before that with Katz Agency, N. Y., to David J. Mahoney, N. Y., as member of media department.

MURRAY ARNOLD, program director of WIP Philadelphia and identified with that station for 21 years, to WPEN there as assistant station director.

WLAP-TV Suspends Building

WLAP-TV Lexington, Ky., has temporarily suspended construction work on uhf ch. 27 facility, Gilmore N. Nunn, president, announced Friday. Station, which received CP end of last year, signed primary CBS affiliation and also interim agreement with other networks, has spent $125,000 in construction (transmitter-studio building, tower base, anchors, some equipment), but uncertainty of uhf future forced decision to hold up on construction, Mr. Nunn said. Although WLAP-TV is retaining uhf grant, it is seeking means of allocating vhf to area which would permit area-wide coverage, Mr. Nunn explained. Lexington has few uhf sets, gets some intermittent vhf signals from Cincinnati and Louisville, Mr. Nunn said.

AP Radio Committee Meets Tuesday in New York

SECOND ANNUAL meeting of Associated Press radio member committee, composed of managers and news directors of AP member stations, representing geographical sections, will be held in AP general offices in New York tomorrow (Tues.) and Wednesday. Since formation late in 1952, committee has set up continuing study group to concentrate on AP news report and has launched program to aid stations in obtaining and retaining news sponsors. Committee is headed by Les MaWhinney, news director of KHJ-AM-TV Los Angeles. Other members: Matt Bonebrake, president-general manager of KOCY Oklahoma City; Joe N. Bryant, president-general manager, KCBD-TV Lubbock, Tex.; Tom Eaton, news director, WTIC Hartford; Daniel W. Kops, vice president-general manager, WAVZ New Haven; Jack Krueger, news editor, WTMJ-TV Milwaukee, and Jack Shelley, news manager, WHO-AM-TV Des Moines.

WSEE-TV on CBS-TV

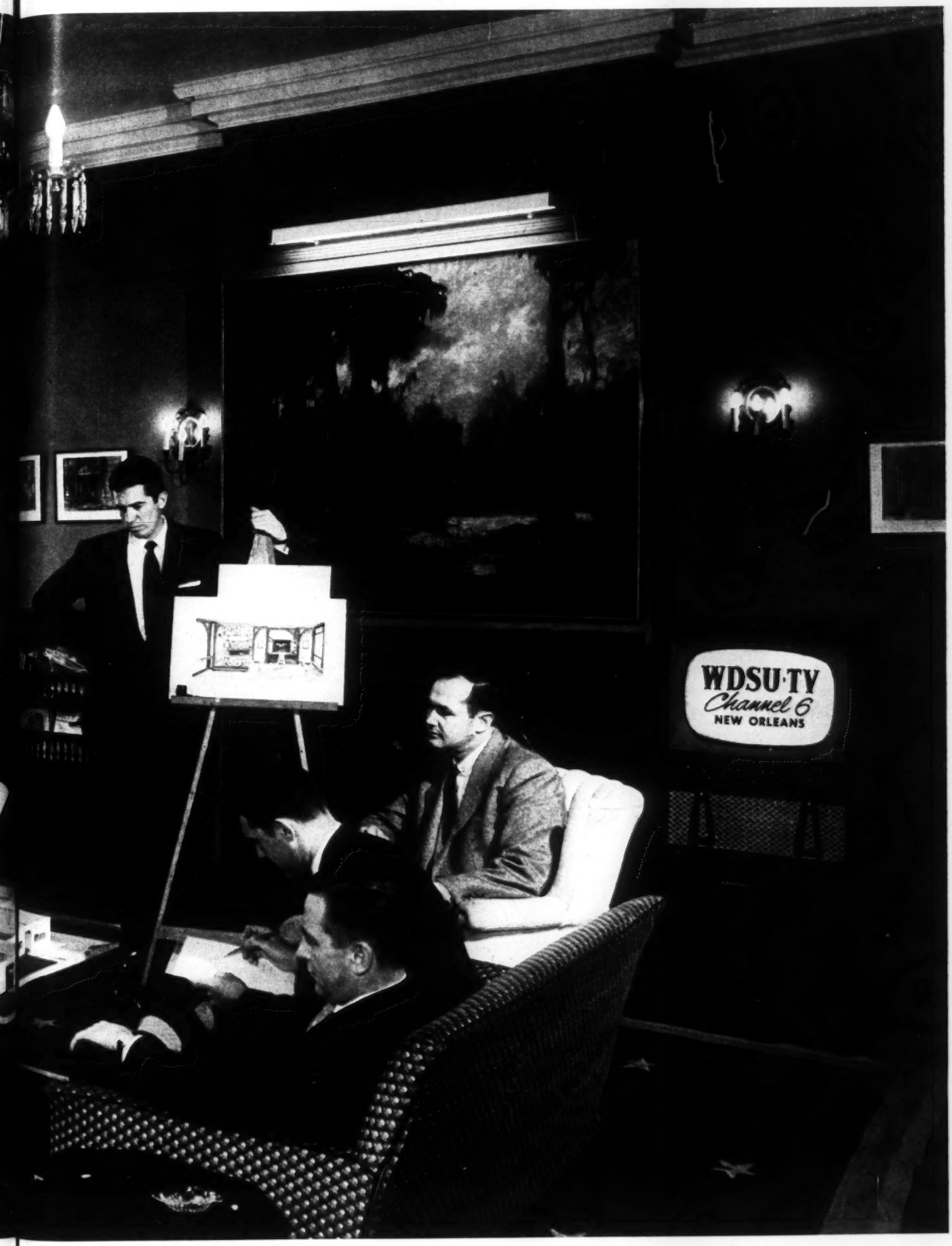
WSEE-TV Erie, Pa. (ch. 35) to join CBS-TV as primary interconnected affiliate on April 25, replacing WICU (TV) (ch. 12), Herbert V. Akerberg, CBS-TV station relations vice president, announced Friday. WSEE-TV is owned by Great Lakes Television Co., with Charles Denny as general manager.

Hennock on Florida Vacation

FCC Comr. Frieda B. Hennock last Friday began two-week vacation in Florida.

IT'S THE PEOPLE WHO COUNT . . .

. . . and you can count on the people at WDSU-TV whose combined radio, television and theatre backgrounds provide New Orleans with the finest in local television entertainment. Typical are the eight members of the WDSU-TV production staff pictured here in a meeting in one of the station's conference rooms. Their combined network, station, agency and theatre work in key production centers throughout the country totals over 79 years of valuable programming and production experience. It's the skill and know-how of people like these plus the finest of facilities that makes Louisiana's *first* television station one of the nation's best.


WDSU·TV
Channel 6
NEW ORLEANS

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

FARM MARKET?

YES INDEED!

THE HUNTINGTON TOBACCO MARKET JUST COMPLETED ITS BIGGEST SALES YEAR!—APPROXIMATELY $3,000,000.

THEY USED WSAZ TO REACH THE TOBACCO GROWER.

National Representatives
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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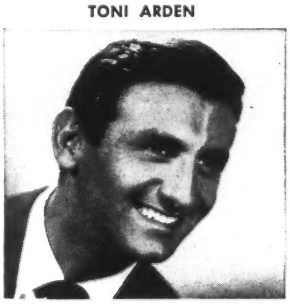

ALAN DEAN

boost ratings . . . boost profits!

Build profitable high-audience programs with the new combined Studio Telescription Library*

With the Studio Telescription Library, you have the country's leading musical stars working for you . . . winning audiences and attracting sponsors. Stations everywhere report sell-out programs and bigger-than-ever profits with this unique programming service.

Studio Telescriptions, over 1,100 three minute films produced especially for TV, are as basic to flexible, low-cost television programming as transcriptions are to radio. There is no limit to the number of hit shows you can build and sell.

Stations and sponsors alike are amazed at the rock bottom cost of programs built with Studio Telescriptions. Even the most budget-minded local advertiser can enjoy the impact of foremost personalities selling his product. Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring you more listeners, more sponsors, more profits!

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

DON'T DELAY . . . DON'T WRITE
CALL COLLECT: OXford 7-2590

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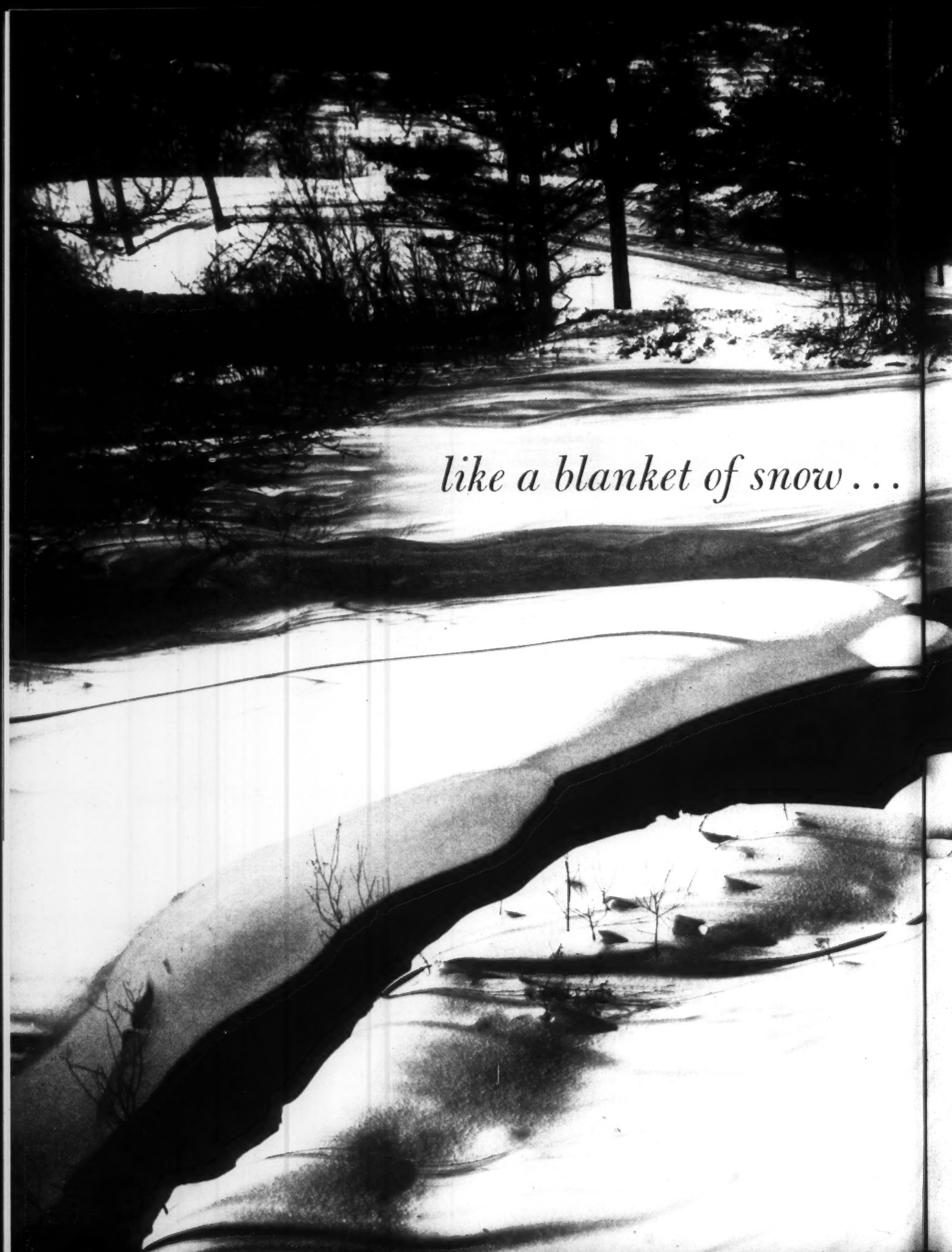
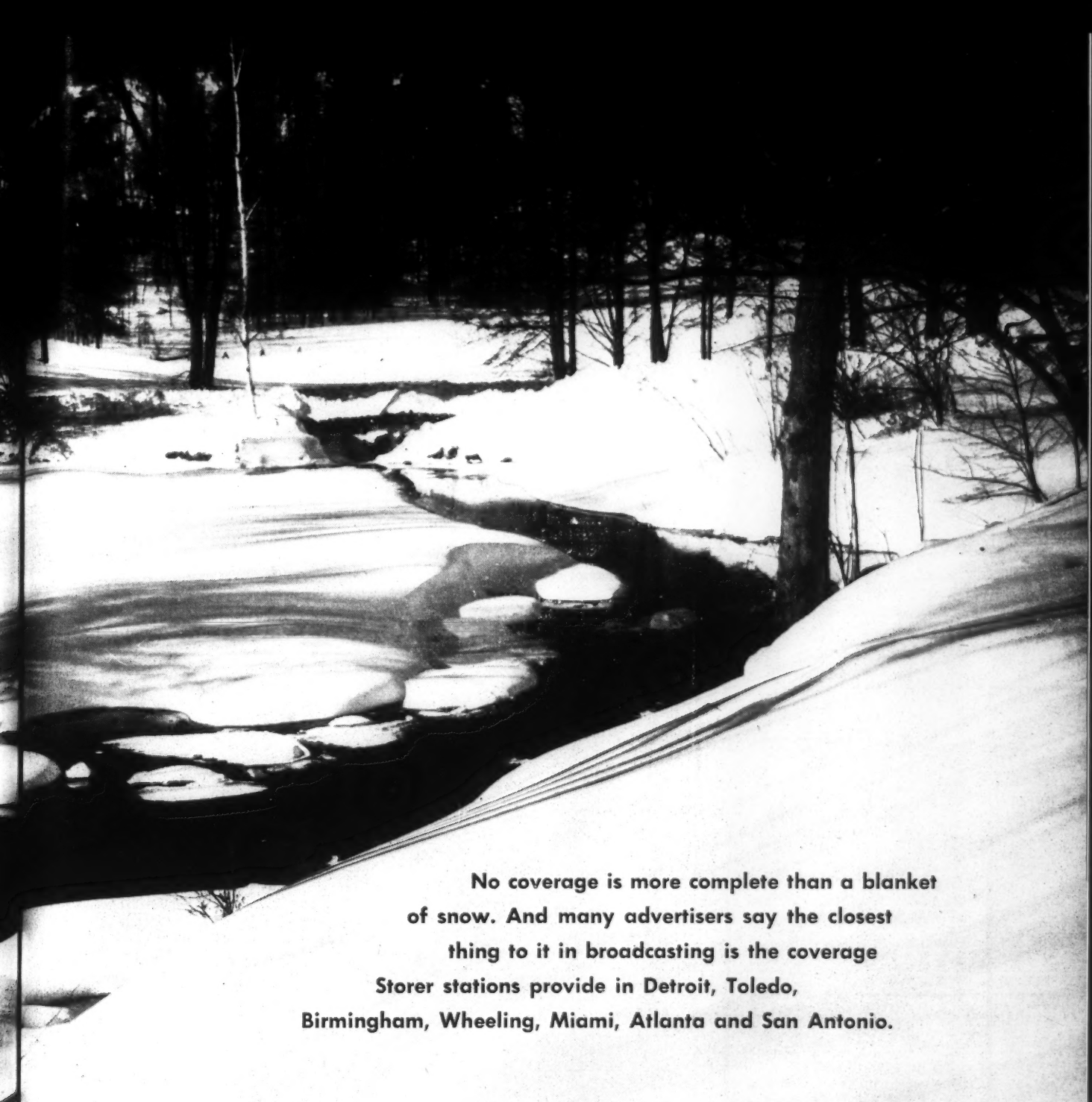
STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

Exclusive distributors of Studio Telescriptions

IN CANADA: ALL-CANADA TELEVISION, 129 ADELAIDE ST. WEST, TORONTO, ONT., EMPIRE 3-2632


like a blanket of snow . . .



No coverage is more complete than a blanket of snow. And many advertisers say the closest thing to it in broadcasting is the coverage Storer stations provide in Detroit, Toledo, Birmingham, Wheeling, Miami, Atlanta and San Antonio.

STORER BROADCASTING COMPANY

WSPD-TV	WJBK-TV	WAGA-TV	KEYL-TV	WBRC-TV
Toledo, Ohio	Detroit, Mich.	Atlanta, Ga.	San Antonio, Texas	Birmingham, Ala.

WSPD	WJBK	WAGA	KABC	WBRC	WWVA	WGBS
Toledo, Ohio	Detroit, Mich.	Atlanta, Ga.	San Antonio, Texas	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

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TOM HARKER, V. P., National Sales Director — **BOB WOOD,** Midwest National Sales Mgr.

118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WSJV-TV
South Bend-Elkhart
Channel 52

INTERCONNECTED
- ABC
- NBC
- DU MONT

IS GOING ON THE AIR *

AN EXCLUSIVE U H F MARKET
Already
More than..... 118,000 TV SETS IN OPERATION

The South Bend-Elkhart Market is
INDIANA'S FIRST MARKET in.....RETAIL SALES
.....FOOD SALES
.....AUTOMOTIVE SALES
.....HOUSEHOLD FURNITURE
.....RADIO SALES
Second in.....DRUG SALES
.....GENERAL MERCHANDISE
Annual Retail Sales.....$1,194,000,000
POPULATION.....750,013
Families.....230,000
Source:
May, 1953 Sales Management Survey of Buying POWER

WSJV-TV Channel 52
SOUTH BEND - ELKHART
JOHN J. KEENAN, COMMERCIAL MANAGER
REPRESENTED BY H-R TELEVISION, INC.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
* March 1, 1954.

VITAPIX FEATURE THEATRE
('Black Forest')

Running Time: 72 minutes
Produced on location in the Black Forest of Germany and in Munich by Princess Pictures Inc. for Vitapix Corp.
Executive Producer: Burt Balaban
Producer-Director: Gene Martel
Cinematographer: Erich Claunigk
Script: Joe Liss and Irv Tunic
Cast: Akim Tamiroff, Peggy Ann Garner, Gordon Howard, Marianne Wischmann, Wolfgang Buettner, Hans Klarin and August Riehl.
Distributor: Vitapix Corp.

ALL hands associated with "Black Forest" have come up with a product that can be pridefully exhibited on television. It compares favorably with the better thrillers produced in Hollywood and is evidence that a full-length feature film made expressly for television can be a top-calibre production.

The feature film under inspection is part of a package that will be released to tv stations under the name of *Vitapix Feature Theatre*. The series is said to be the first of its kind produced specifically for television.

In "Black Forest" are all the ingredients of a first-rate suspense-thriller. There is a sadistic baron with a maniacal lust for dominating people's lives until they are actually his slaves. There is a U. S. Army captain caught in his clutches but determined to free himself as well as the other captives, including two beautiful girls. There is romance, intrigue, mystery and violence, with all elements merged into an exciting but plausible story-line.

A word of commendation is in order for the excellent photography, particularly the outdoor scenes in the Black Forest. They were particularly effective in heightening the eerie mood of the story line. It is particularly gratifying to know that Princess Pictures plans to use the same actors in at least one more feature film. Without exception they provided skillful characterizations.

* * *

CAMEL NEWS CARAVAN

Network: NBC-TV (2/16/54)
Time: Mon.-Fri., 7:45-8 p.m. EST
Producer: Frank McCall
Director: Ralph Peterson
Writers: Reuven Frank, Arthur Holch
Newscaster: John Cameron Swayze
Weather Reporter: Clint Youle

NEWS telecasting was baptized in color last Tuesday night on NBC-TV when the *Camel News Caravan* with John Cameron Swayze celebrated its sixth tv birthday. The show, marking color's invasion of the news field, was built largely around color films taken on Formosa by NBC's correspondent team of Charles and Eugene Jones. Included, too, were the regular *Caravan* news films and remote pick-ups—in black-and-white—and a fashion show shot in color on location in Florida, a report on the weather by NBC's Clint Youle as well as Mr. Swayze's spots of straight on-camera reporting and commentary. All things considered, it was a happy birthday.

The quality of the color portions was good. It was further enhanced by showing Mr. Swayze in black-and-white at the outset when he stated that subsequent live segments and specially prepared film would be seen in compatible color tv. Whether intentional or not, this before-and-after technique proved an effective way to emphasize the attractiveness of a colorcast within the framework of the show.

Regarding live color, one criticism must be made. When Mr. Swayze was on camera a multi-color map which serves as his backdrop was a bothersome distraction. Less vivid shades would have assured him the focal point commentators must have.

The color film on Formosa inspected Chiang Kai-Shek's military strength. The pageantry of a parade, an air formation against a blue sky and some dress rehearsal military maneuvers were excellent subjects for color treatment. If any designers were watching this telecast the handling of women's fashions probably stirred some new interest in tv now that color has been added.

The anniversary production was interesting in both commercial and program content. R. J. Reynolds Tobacco Co.'s Camel commercials came across wonderfully well. The impact of color itself allows for simple commercial production. The best commercial shot pictured a package of cigarettes on a table bare of all gadgets except one ash tray.

* * *

BETTY WHITE SHOW

Network: NBC-TV
Time: Mon.-Fri., 10:30 a.m. EST
Star: Betty White
Executive Producer: Don Fedderson
Producer: Fred Henry
Director: Bill Bennington
Musical Director: Frank DeVol
Origination: NBC-TV Studios, Hollywood
Packager: A Bandy Production in association with Don Fedderson

NBC-TV's search for a new personality to star in a proposed daytime variety show came to a happy conclusion when Betty White was signed by the network for the series which went on the air last month. *The Betty White Show*, programmed for one half-hour Monday through Friday, is as unpretentious as its name and as charming as its young star.

In her role as hostess, Miss White, who has worked in tv on the West Coast for a number of years in a variety of jobs, sings a little bit, chats with her co-workers and interviews guests who have been invited to appear on her show. She appears to be a tv natural, a pretty girl with innate stage presence and talent besides.

Miss White handles a song nicely. She has a small voice but uses it well. She is primarily a singer—not a stylist. That's a pleasant switch in a generation where a gimmick rendition of any song seems more important than the music and lyrics themselves. A small band under Frank DeVol's baton provides the orchestration.

Highlight on each show is an interview with a nationally known figure or someone whose occupation is sufficiently interesting to merit attention. For the most part, these people are not in the entertainment business. But the interviewer's relaxed performance is contagious. Last Thursday, Helen Bixby, a woman flyer who is about to attempt to establish a new round-the-world flight record, appeared as much at home on television as Miss White herself.

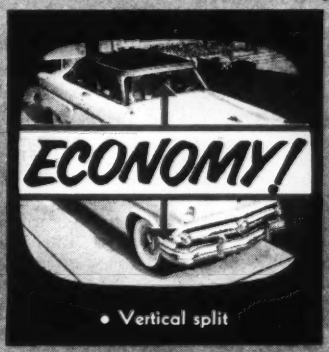
* * *

BOOKS

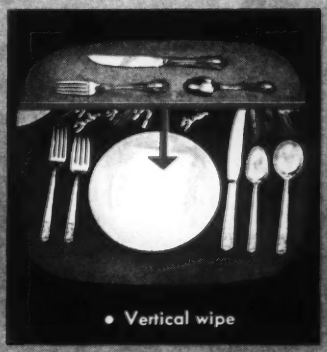
THE RADIO AMATEUR'S HANDBOOK (31st edition, 1954), by headquarters staff of American Radio Relay League, West Hartford, Conn. 800 pp. $3.

THIS book is the standard manual of amateur radio communications, revised and restyled in the light of current needs as radio construction manual, reference work and training text for class or home study. Includes catalog section, 11-page topical index, 1,250 illustrations, including 95 charts and tables, plus 497 tube-base diagrams and 85 basic formulas.

• Horizontal wipe



• Vertical split



• Vertical wipe

• Vertical wedge wipe

• Diagonal wipe

• Horizontal split

• Diamond insert and wipe

• Controllable corner insert

• Horizontal wedge wipe

• Rectangular insert and wipe

• Controllable corner insert

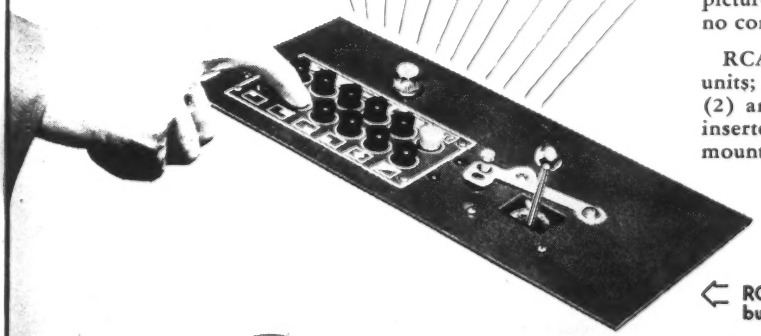
• Optional special effect

12 ways *to present your "commercial"*

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown below) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.



← RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

PERSONALITY-PROVEN SPOTS

"Clockwise"
Going Great Guns*

This erudite newcomer has become known as "T. J. the DJ" and ingratiated himself with his Garrowayesque delivery straight into the hearts of his listeners and sponsors.

Reach the mass Upstate New York market, worth more than two billion annually, for a pittance cost per listener with personalized spots on "Clockwise" each morning between 7:15 and 8:45.

*The November '53 Pulse shows "Clockwise" spots backed by a growing personality way ahead in the area.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

OPEN MIKE

Newspaper Cooperation

EDITOR:

You performed a splendid service to the entire industry in so thoroughly covering the talk by Mr. Biggers and his constructive views on newspaper cooperation with the broadcasting industry [B•T, Feb. 15]. Likewise all the other material you published on this whole situation will be of great help to the broadcasters as well as to the press of the country.

Sydney H. Eiges
V. P. in Chg. of Press
NBC, New York

Even-Steven

EDITOR:

May we take this opportunity to sincerely thank you for including the data of this agency in your 1954 edition of the BROADCASTING YEARBOOK-MARKETBOOK . . .

I am sure all broadcasters and agencies appreciate the manner in which your publication gives the little man as well as the metropolitan man, a break in the industry . . .

Dale Smith, President
The Des Agency
Chattanooga, Tenn.

Dixie Relay

EDITOR:

APPRECIATE STORY ON DIXIE BROADCASTING SERVICE, PAGE 62, FEB. 8 ISSUE. HOWEVER ONE SLIGHT ERROR. SERVICE IS NOT TO FM STATIONS ONLY, BUT IS RELAYED, REPEAT RELAYED, BY FM TO AM STATIONS WISHING SERVICE.

OTIS PARKER
DIXIE BROADCASTING SERVICE
ATLANTA, GA.

Smeed's Fans

EDITOR:

I thought you would be interested in hearing of some comments I've received about Luke Smeed.

Most communications have been addressed to Smeed himself, in care of me. A number of correspondents claim "foul," or say they know just who it was I had in mind . . .

Let me compliment you and your staff on the perfect art work done on Smeed. That is the only word for it, as I'm sure the artist must have read my mind about this character's appearance. I thank you most sincerely for your excellent handling of the subject.

This has been a further demonstration of the immense popularity B•T enjoys. I heard from people I haven't seen in years. You have quite a magazine.

Don Barber
WGBS Miami

[EDITOR'S NOTE: Mr. Barber was the author of "Luke Smeed: His Ups and Downs" in B•T Jan. 18.]

Just for the Record

EDITOR:

Since there has been so much controversy recently over the televising of athletic events, we thought you might like to have a report of how our independent radio station has used play-by-play broadcasts to build up attendance in our area.

WRFC broadcasts all high school basketball games on the road and at home for Athens High School. In addition, we also broadcast basketball games for surrounding high schools, when they can be worked into the schedule.

U. of Georgia basketball, football and baseball are given complete coverage at home and away, and the same is true for high school football.

Last season, the high school set an all-time attendance record for its six home games, all of which were broadcast. Attendance at Georgia games, especially baseball, has shown a steady rise for the past three seasons. . . .

Franklin Butler, Prog. Dir.
WRFC Athens, Ga.

Question of Counting

EDITOR:

This is one of those belated letters. I have intended to write before to tell you how much I enjoy your magazine. This time something specific prompted me to do so.

United Press on Oct. 12, 1953, in a morning dispatch on the teletype quoted David Cogan, president of CBS-Columbia, as follows: "Total radio sales for the first eight months of 1953 were more than eight million—two million higher than the same period last year." Yet in BROADCASTING • TELECASTING for Jan. 18, 1954, on page 9 in an item titled "Set Sales Up," it was stated that for the first 11 months of 1953, there were 5,608,477 radios sold. . . .

J. Paul Hunsberger
Acct. Exec.
WSNJ Bridgeton, N. J.

[EDITOR'S NOTE: Mr. Cogan's quotation by UP apparently referred to radio set production since those figures correspond roughly to Radio-Electronics-Tv Mfrs. Assn. estimates of production (not sales) for that period. B•T correctly quoted RETMA figures on sales.]

Lost Call

EDITOR:

I have heard some very fine comments on the article "March of Dimes on the Air," which appears in the Feb. 15 issue of BROADCASTING • TELECASTING.

In the write-up on the Rhode Island disc jockey jamboree, on page 86, the WJAR call letters were omitted. . . .

Jay Hoffer, Prom. Mgr.
WJAR Providence, R. I.

Promotion Report

EDITOR:

I'm reporting a piece of promotion out of which we at KVOE are getting quite a kick. KBIG Avalon, one of our competitors, is using bus benches to promote itself. I don't know whether they know it or not, but one of the brightly painted benches is located right in front of our studios. The KVOE call letters leer out over the KBIG bench from our studio door. Lots of comment by the people on this. We sure don't care, though. The KBIG promotion is for music and news and we feature the same. Matter of fact we like. The more promotion of this type . . . the better for all of us.

Hal Davis, Station Dir.
KVOE Santa Ana, Calif.

everyone has
something he does best..

You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.

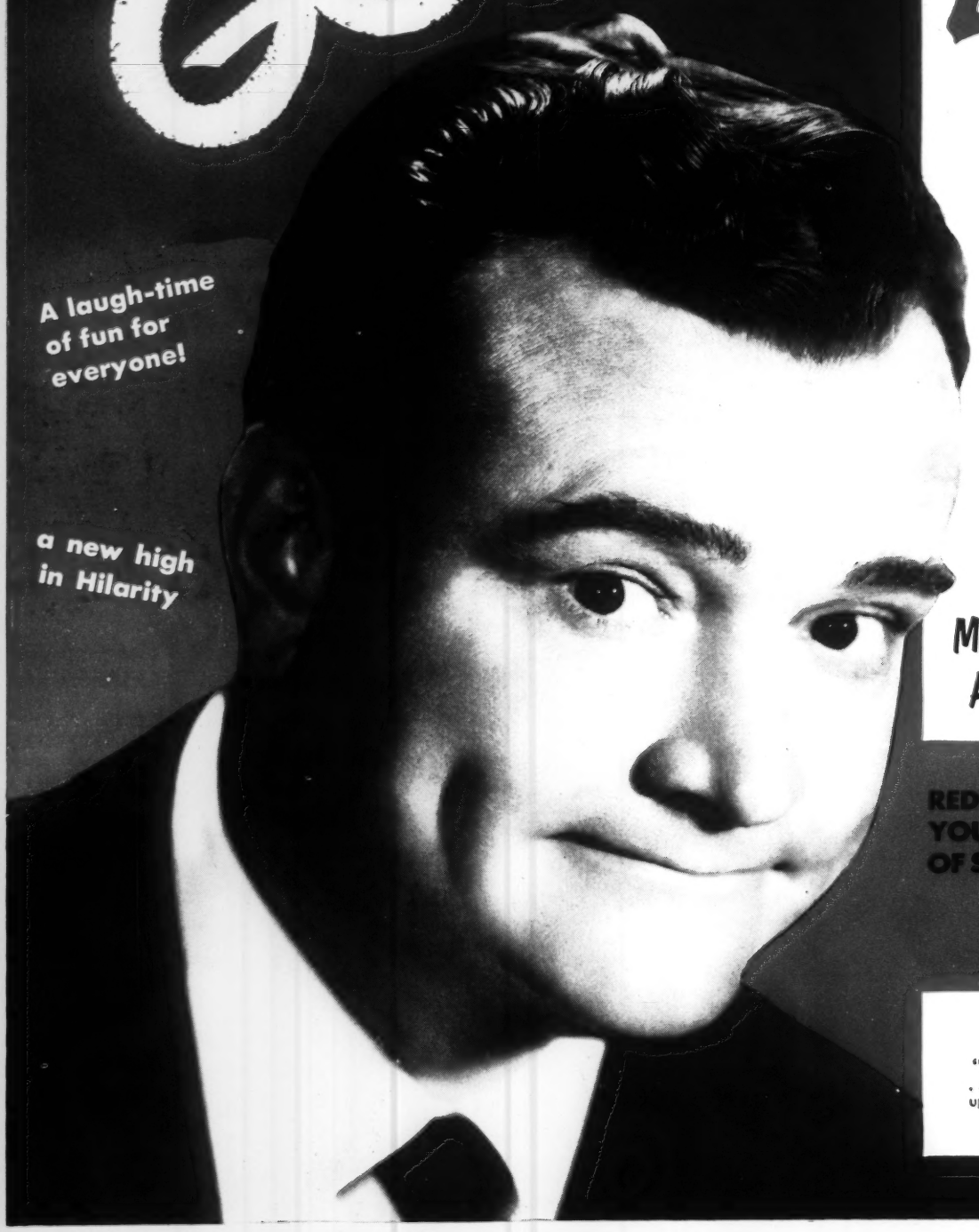
Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

BOI-N-NG! GOI-N-NG! GONE! ...IN MARK



A laugh-time of fun for everyone!

a new high in Hilarity

LOOK. THI

BOUGHT EXCISIV

WXYZ	Detroit, Michigan
WCPO	Cincinnati, Ohio
KDKA	Pittsburgh, Pa.
WNAC	Boston, Mass.
WGY	Schenectady, N. Y.
KPRC	Houston, Texas
WMIE	Miami, Fla.
KOOL	Phoenix, Ariz.
WXLW	Indianapolis, Ind.
WVLK	Lexington, Ky.
WDWS	Champaign, Ill.
WBBC	Flint, Mich.
WNOW	York, Pa.
WCOS	Columbia, S. C.
WCBA	Corning, N. Y.
WCYB	Bristol, Va.
KDMS	El Dorado, Ark.
KXO	El Centro, Calif.

MEMO TO AGENCIES AND ADVERTISERS

SPO
GET
GET

RED GETS THE LAUGHS.. YOU GET A LAUGH-TI
OF SALES OPPORTUNITIE

RED'S A RIOT
. . . as the
"MEAN WIDDLE KID"
. . . Red keeps fans in an uproar . . . Sponsors say
"I DOOD IT."

RED'S
the orig
LEM KA
..Red's
is su

RKET AFTER MARKET!

It's crazy, man, crazy. Everybody wants the sales-happiest show on radio. Stations, sponsors, agencies in market after market are scrambling to sign up.

THESE STATIONS (AND MANY MORE) HAVE CISIVE RIGHTS TO, AND ARE NOW OFFERING...

KOLD	Yuma, Arizona	WLBK	De Kalb, Ill.
WBRW	Welch, W. Va.	WATO	Oak Ridge, Tenn.
KXIC	Iowa City, Iowa	KWPC	Muscatine, Iowa
WCSS	Amsterdam, N. Y.	KFJI	Klamath Falls, Ore.
KROS	Clinton, Iowa	WGGH	Marion, Ill.
WAGM	Presque Isle, Me.	WBKV	West Bend, Wisc.
KBBA	Benton, Ark.	WDLP	Panama City, Fla.
WARE	Ware, Mass.	WSKI	Montpelier, Vt.
WOAY	Oak Hill, W. Va.	WMTM	Moultrie, Ga.
WVOW	Logan, W. Va.	KBTA	Batesville, Ark.
WAJR	Morgantown, W. Va.	KPBM	Carlsbad, N. M.
WNRV	Narrows, Va.	WHVF	Wausau, Wisc.
WRUM	Rumford, Me.	WGET	Gettysburg, Pa.
WTWN	St. Johnsbury, Vt.	WOKW	Sturgeon Bay, Wisc.
KOLE	Port Arthur, Texas	WGUY	Bangor, Maine
KGMO	Cape Girardeau, Mo.	KSPI	Stillwater, Okla.
WDOG	Marine City, Mich.	WMOG	Brunswick, Ga.
WCNR	Bloomsburg, Pa.	WCHN	Norwich, N. Y.

ZIV'S ROLLICKIN', RADIO LAUGH-FEST!

"THE RED SKELTON SHOW"

260 zany, zingy, hilarious half-hours!

SPOT AVAILABILITIES ARE BEING GRABBED UP FAST! GET IN TOUCH WITH YOUR LOCAL STATION AND GET IN ON THE PROFITABLE SKELTON ACT!

MEMO TO STATIONS

YOUR MARKET MAY STILL BE AVAILABLE!

Better say "I dood it" by wire or phone today. Tomorrow may be too late... so hurry, hurry, hurry!

260 half-hours planned for 5-per-week... full of COMMERCIALS, full of LAUGHS, full of AUDIENCE RESPONSE!

RED'S A PANIC
the original chuckle-head
CLEM KADIDDLEHOPPER
...Red's homespun humor is super hilarious.

HIS ANTICS ARE FRANTIC
... as
CAULIFLOWER McPUGG
punchy Champ who leads with his head.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

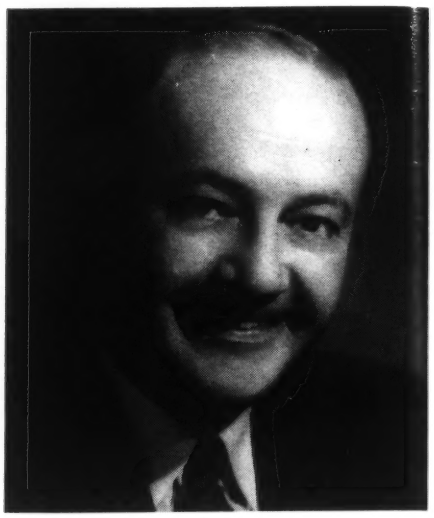
what's cooking in Coffeyville?

2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.

KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

our respects

to CARL EDWIN GEORGE



THE keystones to success in the broadcasting business, in the belief of Carl E. George, vice president and general manager of WGAR Cleveland, are sales-arousing ideas which are backed by effective follow-through.

Currently completing 20 years with the 50 kw Cleveland outlet, Mr. George started in radio as a part-time announcer while in college. He has moved up from job to job to the top by applying himself to well-contrived merchandising principles.

As operating head of WGAR under the new ownership of the Farm Bureau Mutual Insurance Co. of Columbus, Ohio, Mr. George now is the station's No. 1 man in Cleveland. He reports to Herbert E. Evans, vice president and administrative head of Peoples Broadcasting Co.

Mr. George believes no executive should ever be too busy to do his job right and accordingly is always on watch for new ideas for his station and for the right kind of people to develop them. Although he believes radio gets more interesting and vigorous every day, he would hate to see the time when there are no more problems to challenge him.

Mr. George is fond of people. This accounts for his leadership in a large group of sales and social organizations. He is a past president of the Ohio Assn. of Broadcasters and of the Cleveland Sales Executives Club. He is past vice president of the City Club there and is a past member of the board of trustees of the Cleveland Advertising Club. He is vice president in charge of information of the Ohio State Safety Council and belongs to the board of control of the Cleveland Safety Council, the Delta Theta Pi law fraternity, the Federal Communications and Ohio State Bar Assns., the YMCA, Rotary Club, Red Cross and the Hermit and Canterbury Clubs.

Carl Edwin George was born at Alliance, Ohio, Sept. 26, 1910. He was awarded a B.A. degree by Muskingum College in 1932 and received a law degree from Western Reserve U. while working for WGAR in 1936.

While at Muskingum College, Mr. George entered radio through WALR Zanesville. He became a member of the WGAR staff in 1936 and served in nearly all capacities in the station's program department before being elevated to program director in 1939. As a staff announcer he announced the National Air Races, which once were held often in Cleveland. He became WGAR director of operations in 1941, was promoted to assistant manager in 1944, rose to vice president and sales manager in 1948 and in 1950 was named general manager.

In 1948 he was appointed visiting lecturer at Ohio State U. for a course on radio station management as part of the university's practice of bringing leaders from industry to participate actively in commerce college teaching.

In 1945, Mr. George traveled 40,000 miles as WGAR's special war correspondent in the Pacific Theatre. He was said to have been the only radio man to do an eye-witness account as U.S. warships put Australian troops ashore at Brunei Bay in the invasion of Borneo. His broadcasts with the 11th Airborne at Aparri, on Luzon, brought a commendation from Commanding General J. M. Swing for courage and disregard for danger on this self-imposed assignment.

Mr. George covered the close of the Pacific war from the Philippines, Saipan, Guam, Okinawa and Chungking, where he short-waved several broadcasts on reaction in the former Chinese capital to the Japanese surrender. His return home took him to India, across Africa, into the Azores, to Newfoundland and finally New York.

The WGAR general manager already has plans working for the Cleveland station to sponsor a tour to the Philippines in 1955, 10th anniversary of the end of the war in the Pacific. Members of Ohio's 37th Division, who closed out their fighting in mid-1945 on Luzon, will be invited to return to the scenes of their victories on a two-week air tour of the area.

Mr. George's hobby is golf, although he does not play well enough to suit himself. He also is an ardent football fan, following Paul Brown's Cleveland Browns with avid interest.

The George family includes his wife, Mildred; two sons, Dale, 13, and Robert, 11, and a daughter, Carol, 7. They live in Shaker Heights, a suburb of Cleveland.

Mr. George worked on a farm during his youth and feels he would like to retire some day to a place in the country.

WDAY-TV

FARGO, N. D.

NOW ON

FULL POWER

(UP FROM 13,000 TO 65,000 WATTS)

Flash!
Latest Conlan Survey (Nov., '53) gives WDAY-TV the following Share-of-Audience in Metropolitan Fargo:

TOTAL AFTERNOON 98.8%
TOTAL NIGHTTIME 99.1%

AND CARRYING PRACTICALLY

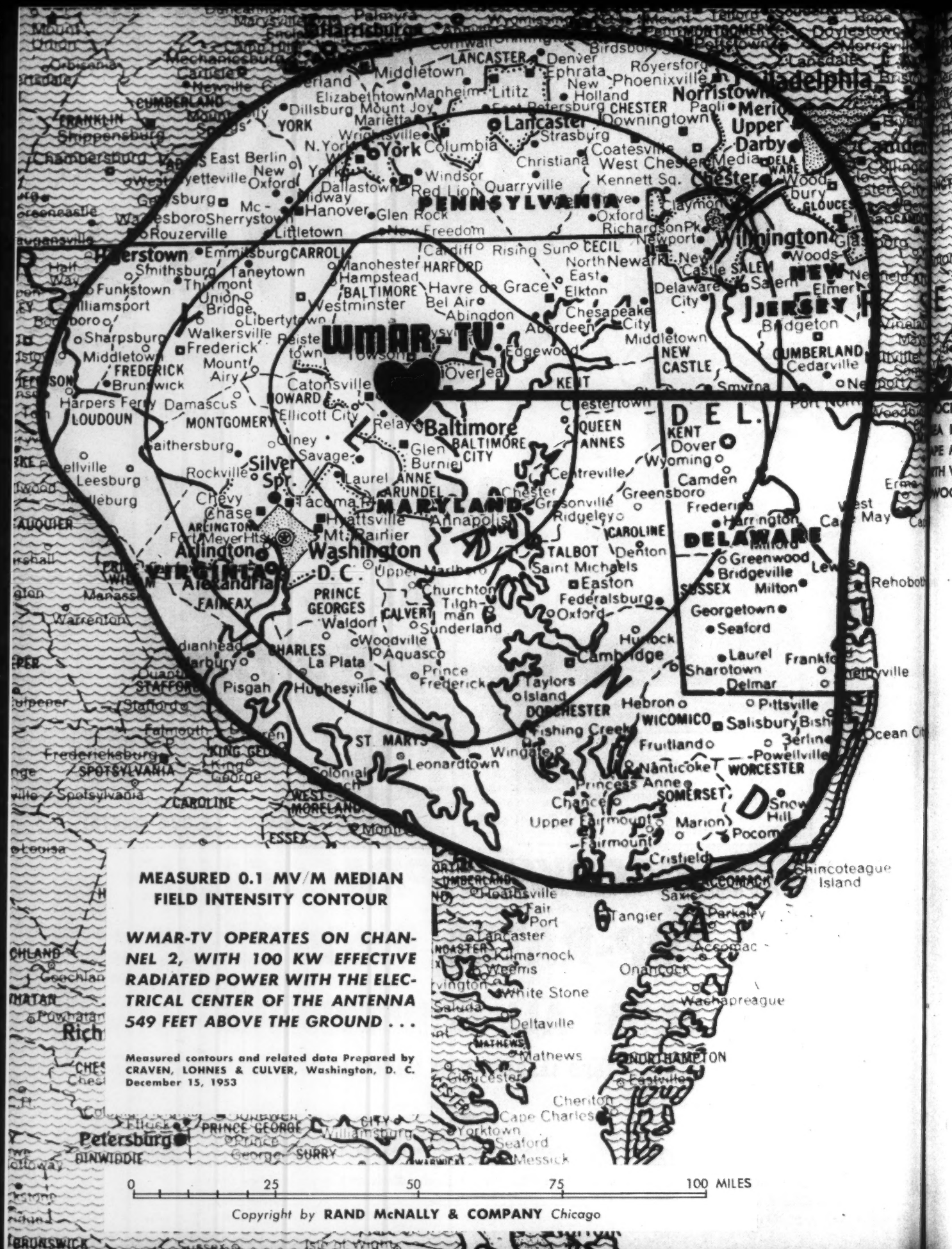
ALL TOP-RATED PROGRAMS

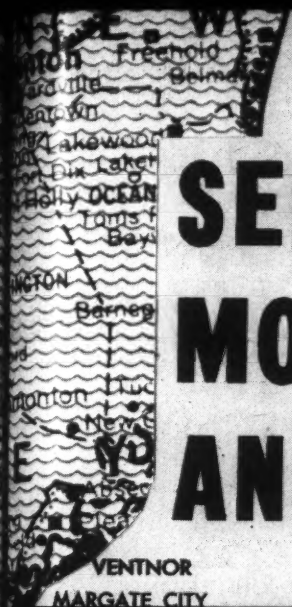
FROM ALL 4 NETWORKS

(AND LEADING FILM PRODUCERS)!

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives


WMAR-TV
PENNSYLVANIA
MARYLAND
DELAWARE
Baltimore
Washington
D. C.
Lancaster
York
Harrisburg
Wilmington
Chester
Philadelphia
Norristown
Upper Darby
Havre de Grace
Aberdeen
Chesapeake City
Elkton
Newark
Delaware City
Bridgeton
Salem
Cedarville
Smyrna
Dover
Wyoming
Camden
Greensboro
Centreville
Chestertown
Rock Hall
Easton
Federalsburg
Denton
Saint Michaels
Oxford
Cambridge
Hurlock
Greenwood
Bridgeville
Milton
Georgetown
Seaford
Laurel
Delmar
Sharptown
Salisbury
Pittsville
Berlin
Ocean City
Fruitland
Powellville
Nanticoke
Princess Anne
Crisfield
Hebron
Marion
Pocomoke
Snow Hill
Chincoteague Island
Tangier
Parksley
Accomac
Onancock
Wachapreague
Cape Charles
Cheriton
Eastville
Northampton
Mathews
Deltaville
White Stone
Kilmarnock
Lancaster
Tappahannock
Saluda
Yorktown
Williamsburg
Petersburg
Seaford
Messick
Fredericksburg
Spotsylvania
Orange
Culpeper
Warrenton
Manassas
Alexandria
Arlington
Fort Myer Hts.
Mt. Rainier
Hyattsville
Annapolis
Chevy Chase
Takoma Pk.
Silver Spr.
Rockville
Gaithersburg
Olney
Leesburg
Middleburg
Harpers Ferry
Damascus
Frederick
Brunswick
Middletown
Sharpsburg
Hagerstown
Smithsburg
Funkstown
Williamsport
Boonsboro
Walkersville
Libertytown
Union Bridge
Taneytown
Emmitsburg
Thurmont
Mount Airy
Catonsville
Ellicott City
Relay
Glen Burnie
Severna Park
Edgewood
Overlea
Towson
Westminster
Manchester
Hampstead
Cardiff
Rising Sun
Bel Air
Abingdon
Havre de Grace
Elkton
North East
Newark
Newport
Claymont
Richardson Pk.
Kennett Sq.
West Chester
Media
Darby
Upper Darby
Woodbury
Glassboro
Woodstown
Salem
Elmer
Bridgeton
Cedarville
Port Norris
Millville
Vineland
Landisville
Mount Joy
Elizabethtown
Manheim
Lititz
Ephrata
Denver
Birdsboro
Pottstown
Royersford
Phoenixville
Paoli
Lansdale
Doylestown
Hope
Morrisville
Trenton
Camden
Collingswood
Gloucester
Woodbury
Glassboro
Woodstown
Salem
Elmer



SERVING MOST OF MARYLAND . . . AND THEN SOME!

CBS TELEVISION

WMAR-TV ***Sunpapers Television***
CHANNEL 2 — BALTIMORE

MOST POWERFUL TV SIGNAL IN MARYLAND

FACILITIES

Studios: One main and one auxiliary (kitchen) studio, with two studio-type image orthicon cameras. Field cameras may be used to supplement the studio cameras.

Film Facilities: Three 16mm projectors; two film camera chains, one Balopticon projector; two Kodak slide (2"x2") projectors; one 35mm strip-film projector; Projectall with tape news service; two Houston 16mm film processors; one film printer; seven type-DE 16mm cameras; two Auricon 16mm sound cameras; two 16mm Zoomar lenses; associated transport, lights, dollys, etc.

Mobile Units: Two completely modern custom built units for live remote pickups; one equipped with three TV camera chains; the second equipped with two camera chains; three complete microwave relay links; Zoomar, Reflectar and special prismatic effects lenses; other essential apparatus.

Color: Network color equipment; also Telechrome Flying Spot Scanner for local origination and projection of transparent 2 x 2 color slides. This equipment will handle titles, captions, credits, photographic stills and test pattern, all in color.

WMAR-TV channel 2

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

INTERCONNECTED!

FIRST VHF TELEVISION

Serving the HEART OF ARKANSAS

COVERAGE WHERE IT COUNTS MOST!

Pop. — 806,400

Buying Income — 857,900,000

Retail Sales — 653,091,000

$

STATE'S TALLEST TOWER.... 1200 FT. ABOVE AVERAGE TERRAIN

MORE POWER! 172,600 WATTS ERP

CBS ★ ABC

CENTRAL SOUTH SALES CO.
JAMES P. WALKER—GEN. MGR.
AVERY—KNODEL—*Natl. Representative*

ELWYN JOHN LEWINSKI

on all accounts

LEW LEWINSKI, vice president and account executive at Newby & Peron, Chicago, is strongly convinced that "advertising doesn't mean a thing unless it is followed through with merchandising at the retail level."

As a veritable one-man agency within an agency, he has personally sold his own accounts for the past six years. The accounts are small, for the most part, but Mr. Lewinski has won the respect of his clients for his judgment, and they stay with him. He has been grounded in retail and marketing work, not to mention sales promotion activities for the Hearst chain.

Elwyn John (Lew) Lewinski was born in Lake Geneva, Wis., on Sept. 5, 1900. After high school he worked briefly for U. S. Rubber Co. and, having majored in a special journalism course for returning veterans, became editor of a Lake Geneva weekly. Mr. Lewinski wrote editorials and peddled advertising. He also organized and served as secretary of the local Chamber of Commerce for three years. He served two years during World War I with the 32d Division of the 120th Field Artillery unit.

Mr. Lewinski joined Campbell-Ewald as a copywriter and contact man when he came to Chicago in the '20s, then sold direct mail business for Rogers & Co., a printing concern.

His first big-time brush with newspapers was in the promotion department of Hearst's *Chicago Herald-Examiner*. He was director of advertising and promotion for four and a half years and also wrote continuity for KYW, then in Chicago.

In the early '30s he left the newspaper and organized his own agency, Advisors Service, in partnership with James Blackburn (now of Blackburn & Hamilton).

Mr. Lewinski subsequently went to Philadelphia for three years on behalf of Therman Controls, handling marketing and other chores. Returning to Chicago, he became vice president and advertising director of Ferris Pharmacal Co. (proprietary medicine). Hearst's *Herald-American* then enticed him back as promotion director. His big job was as executive secretary for the newspaper's heavily promoted Chicago Conference for Youth. In 1945 he was invited to join Newby & Peron as copywriter and continuity man.

Mr. Lewinski also handles advertising for KHMO Hannibal, Mo.; WJSV (TV) Elkhart, Ind., and for H-R Representatives.

Mr. Lewinski married the former Joyce Bostetter. They have a daughter, Diane, 25. The Lewinskis live in Arlington Heights. He belongs to Sigma Delta Chi and Beta Phi Delta, and likes gardening and fishing.

this can be you

PUT YOURSELF IN THIS PICTURE with a 4-word slogan

OMAHA'S most looked-at—most listened-to television station—KMTV—wants to trade a free week for 2 in glorious Sun Valley for a 4-word slogan that best typifies its tremendous selling power in the rich Nebraska-Iowa market.

No box tops to save . . . no jingles to rhyme . . . nothing to buy! KMTV wants just 4 clever words.

This is a contest for the trade only—the television, radio, agency people, time buyers, and advertising personnel, who heretofore, poor souls, were made the outcasts of the contest bonanza by the fine print that says "our employees, advertising agency, and their families not eligible."

Prizes scrupulously avoid anything in the "shoot 'em up" or space travel line, and aim at these more basic needs:

GRAND PRIZE — *a week for 2 at Sun Valley*
2nd prize — *a case of imported champagne*
3rd prize — *a case of imported scotch*
4th prize — *a case of bonded whiskey*

HERE'S ALL YOU DO

Write a slogan of 4 words, each word to start with one of the station's call letters — K-M-T-V, **in any order.** Send your slogan on company letterhead to Television Center KMTV, Dept. 3, Omaha, Nebraska.

All entries become the property of KMTV. The decision of judges shall be final. In case of ties, earliest postmark and originality of presentation will determine the winner. Contest closes March 15, 1954.

GRAND PRIZE

A Week for Two at

Sun Valley IDAHO

INCLUDES:

- First class rail transportation for 2, to and from Sun Valley.
- First class accommodations for a full week for 2 at Sun Valley.
- $200 cash for meals and the use of the Sun Valley facilities.

ENJOY THESE ACTIVITIES

★ Swimming ★ Fishing
★ Golf ★ Skiing
★ Horseback riding ★ Skating
★ Dancing and evening entertainment

WINNER MAY SCHEDULE TRIP ANYTIME IN '54. 2nd, 3rd, 4th prizes will be sent immediately after judging. Cash equivalent for non-drinkers or winners in states prohibiting shipment of liquor.

TO HELP YOU WIN, two booklets have been prepared by KMTV—a special fact presentation, "The Story of TV in Omaha", and a colorful "KMTV Tour" booklet. See your Petry man, or write KMTV for your copies, today!

TELEVISION CENTER

KMTV

CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT

OMAHA

Represented by

Edward Petry & Co., Inc.

some spots are better

To be top man at the trading posts, beat your sales drums with a 5-minute across-the-board Radio news franchise.

In any market, more people turn to Radio for news than to any other medium . . . and more people listen to Radio news than to any other type of programming. 5-minute news programs on the eight Radio stations represented by NBC Spot Sales all feature well-known local personalities who integrate your sales messages into news strips of

For the best spot, at the right time, at the right place

rthan others

important world and local events. This kind of selling has put feathers in the caps of many big sales chiefs.

It doesn't take a wad of wampum to pre-sell your products or services with Radio news programs. Highly productive 5-minute shows in these markets can be bought for the average low, low cost of 89¢ per thousand listeners.

Call your NBC Spot Salesman for a powwow and see.

Source: *Pulse*

representing
RADIO STATIONS:

WRC	*Washington*
KGU	*Honolulu, Hawaii*
KSD	*St. Louis*
WNBC	*New York*
WMAQ	*Chicago*
WTAM	*Cleveland*
KNBC	*San Francisco*
WAVE	*Louisville*

representing
TELEVISION STATIONS:

WNBK	*Cleveland*
KONA	*Honolulu, Hawaii*
KSD-TV	*St. Louis*
WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WAVE-TV	*Louisville*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

Black and white is going strong, but...

WBEN-TV prepares for COLOR

BUFFALO EVENING NEWS

Color Television

The Federal Communications Commission recently took far-reaching action in approving an industry program for colored television. Before approval, it was subjected to scrutiny and examination to determine if it was, in fact, "in the public interest." The commission determined that it was. The program establishes standards which, in all probability, will govern color telecasting for many years to come.

Indeed, in some cases it probably will be quite a spell before the entire industry catches up with these high standards. They were developed to insure the utmost in picture and color value for the viewer. In taking this action, furthermore, the commission reversed a previous decision which would have formalized a noncompatible color system. Thus to a degree every existing black and white receiver would have been obsolete. This reversal took courage and deserves public commendation.

Since the national standards have been approved by the commission, every owner of a black and white receiver is assured that no matter how a station telecasts, in either color or black and white, he will get his money's worth through his present receiver. Indeed, due to the more critical requirements for color telecasting, the average black and white image will be sharper than at present.

Since the commission approved the new color standard, a number of prophets of doom have appeared. They have conjured a variety of difficulties which the industry and the public will face, in part, and some of which never will materialize. They appear to be especially concerned over the problems the manufacturers will encounter in developing color television receivers.

They wonder how long it will be before color television receivers are as cheap, let us say, as present-day black and white models. Well, the way to find out is to let the industry, all segments of it, go ahead and show what it can do. Most of those interested or affected are doing exactly that right now. To bring the matters into local focus, WBEN-TV already has made some installation of color equipment. More will follow. Sylvania, another home-town enterprise, likewise is moving right ahead on this manufacturing front, and to our knowledge most of the important manufacturers are doing likewise.

Some segments of the industry say they are going into particular phases of development, hoping to skip over the difficulties — and costs — of the early stages using smaller tubes. But we have every confidence that competition will take care of these matters and spur on those who now may be lagging. But it should be recognized it is their business to determine whether they go into color or not, just as it is the manufacturer's business to determine whether he is going to concentrate upon AM radio receivers or attempt to meet the opportunity that exists in the FM field.

The purpose of all this simply is to say to the public — and we think we know at least enough about it to be qualified to say it — "Don't be misled by the cries and alarms about color television." It's coming, and will be a vast improvement over black and white. Tubes, as of today, are smaller than the larger sizes to which you are accustomed in black and white, but even now research is going on to provide larger sizes.

Once the production lines are rolling; once the manufacturers are in a position, through actual experience, to learn all the bugs and how to eliminate them, progress will be even more rapid. To that extent, color television is worth waiting for. The pioneers, who probably were the pioneers in buying black and white sets, however, are going to decide that color will be worth what the first sets cost and many know that black and white sets bought five years ago are giving very satisfactory black and white service today. Those pioneers have no regrets; they have had their money's worth, if anyone ever did.

In the meantime, for those who are not yet TV fans, black and white receivers at present prices with all the advantages they offer still are a great buy. They will not be obsolete when color comes, but after you see color you may decide that you want a color receiver but quick. Well, the people in the manufacturing and distributing end of the business who are working with these problems today will have some very desirable color receivers to offer. And if you don't want to see or hear about TV, radio still is going great guns.

Editorial Reprinted From The Buffalo Evening News

Channel Four
Buffalo 2, N. Y.

WBEN-TV

Represented by
Harrington, Righter & Parsons, Inc.

BROADCASTING TELECASTING

February 22, 1954 Vol. 46, No. 8

FOOD FIRMS BOOST BUYS ON RADIO-TV FOR LENT

Planning and bugeting are in preparation for the season which starts March 3, a special B•T check shows. In addition to new purchases, advertisers change radio-tv copy appeals.

ADVERTISERS are turning their planning, and their budgeting, to special campaigns during the Lenten season, starting March 3.

With the annual religious observance still a fortnight off, timebuyers have started making radio and tv commitments, adding a substantial block of new placements to the spot market.

Late arrival of the sacred season, with its impact on dietary and living habits of many millions of people, has delayed the usual purchases of time brackets. Approach of Ash Wednesday, March 3, finds many campaigns in the works but not yet in the final contract stage.

Before April, additional campaigns will be placed on large numbers of stations for sacramental wines and matzohs in connection with the Passover holidays.

A spot check by B•T of agencies representing hundreds of food accounts and related items in all parts of the nation indicates high interest in the shifting dietary practices of those observing the Lenten season.

Push Meat Substitutes

Advertisers with meat substitutes are planning many special spot campaigns in both radio and tv.

Another important Lenten trend not reflected in advertising budgets is found in the changing copy appeals on both network and spot programs.

Principal interest in Lent and the Passover holidays appeared to center in New York, though a number of West Coast firms already have bought special time periods for the religious days.

Among the eastern advertisers promoting their products for Lenten menu ideas are Morton frozen foods, Norwegian sardines, Norway sardines, A-1 sauce, Franco-American spaghetti and Minute Rice.

Morton frozen foods starting March 3 will promote its fruit pies on NBC-TV's *Today* and also is placing a tv spot announcement campaign in 55 cities starting the last week in February for 52 weeks to promote on a year-round basis its Morton frozen meat pies. Ted Bates Inc., New York, is the agency.

Norway Frozen Fish Ltd. is planning a radio and tv campaign for its Frionor products, through Creative Adv. Service, Jersey City.

Norway sardines launches its 1954 drive in six major markets using both radio and tv starting March 1. Except for a short break right after Lent, the campaign will run through the end of the year. This is the third year the firm has used such a campaign in the six markets. McCann-Erickson, New York, is the agency.

Effective March 1 an A-1 sauce Lenten recipe contest campaign will begin, continuing through April 10, sponsored by the food division of G. F. Heublein & Bros. Radio spots now on the air on a 52-week basis will promote the contest, which features $2,000 in prizes for best names submitted for a fish-sauce recipe. Agency for A-1 is Scheidler, Beck & Werner, New York.

Campbell Soup Co.'s Franco-American spaghetti will shift its copy theme on both its CBS-TV show, *Double or Nothing*, and its *Grand Central Station* on CBS Radio as well as on *Campbell's Soundstage* on NBC-TV, urging the use of the products as perfect Lenten dishes. Dancer-Fitzgerald-Sample, New York, is the agency for Franco-American.

ALL SMILES mark the agreement by which Bay State Viva Macaroni Mfg. Co., Boston, will sponsor 10,460 spot and 52 weekly 1½-hour broadcast of *Original New England Hayloft Jamboree* on WCOP that city. L to r: Seated—Joseph Scarpaci, sponsor president, and Roy Whisnand, WCOP owner-general manager. Standing—Jerome O'Leary, president, O'Leary Adv., Boston; Don Kerr, WCOP account executive, and Nick Perry, O'Leary account executive.

A big scale Lenten action for pre-cooked Minute Rice will feature *Minute Rice Tuna Treat*. The campaign will be backed by Bob Hope on his hour-long March 16 NBC-TV television show. General Foods, sponsor of the Hope show, makes Minute Rice. The firm's *I Love Mama* show on CBS-TV will support the promotion. National advertising is planned to reach consumers during a concentrated 12-day period. The schedule permits a store operator to promote his own choice of tuna fish and other related items needed for this Lenten casserole idea. A packet containing an ample supply of "perfect Lenten recipe" leaflets will be distributed to the stores. All display materials will picture Bob Hope in a caricature.

Several West Coast agencies claimed difficulty in securing good radio and tv spot time. Others said participation programs of interest to clients are "full of competing commercials" and as a result, programming plans must be revised.

Westgate California Tuna Packing Co., San Diego (Breast-O-Chicken), which sponsors the half-hour NBC syndicated film *Victory at Sea*, on KFMB-TV that city, will also use daytime participations on a varied schedule, on tv programs in 12 major markets starting today. Placement is through Foote, Cone & Belding, Los Angeles.

French Sardine Co., San Pedro, Calif. (Star Kist), tieing in with the Lenten season starting March 1 will include a *Holiday in Hawaii* contest on its thrice weekly 15-minute participation in the CBS-AM-TV *Arthur Godfrey Time* simulcast, Mon.-Wed. and alternating Fri. 10:30-10:45 a.m. EST. Contest will be built around the "Star Kist Tuna Aloha" recipe. Rhoades & Davis Advertising, San Francisco, is the agency.

Superior Macaroni Co., Los Angeles (West Coast manufacturers and distributors), through Barnes-Chase Co., that city, starting March 3, will concentrate a campaign in the southern California area. In addition to KCOP (TV) *Chef Milani Show* a varied schedule of participations will be used on the KHJ *Norma Young Show* and the KFI *Bert Wheeler Show*.

Chicago Activity Spotty

Activity on food accounts placed by Chicago agencies or Chicago branches appeared spotty, according to a spot check of some 20 firms.

The most extensive Chicago plans seemed to be underway at BBDO and J. Walter Thompson Co. agencies.

BBDO, which handles International Minerals & Chemical Corp. (Accent seasoning), with spots on NBC-TV's *Today*, indicated that the show would offer certain Lenten suggestions emphasizing seafoods.

International is buying spots for Accent on a seven-station hookup for the *Ken & Carolyn* show, on which it will use the same approach. The stations are WHDH Boston, Mass.; WGAN Portland, Me.; WTAG Worcester, Mass.; WSPR Springfield, Mass.; WPJB Providence, R. I.; WHAY New Britain, Conn., and WGUY Bangor, Me.

Swift & Co. will promote All-Sweet Margarine on its portion of the ABC-Don McNeill *Breakfast Club* (radio only) and the *Garry Moore Show* on CBS-TV in the making of hot cross buns, a traditional Lenten favorite.

Kraft Foods Co. will stress its many cheese dishes on its *Kraft Television Theatre* (NBC-TV, Wednesday, 9-10 p.m. and ABC-TV Thursday, 9:30-10:30 p.m.). It also will promote its Miracle Whip. JWT is the agency for Kraft and Swift.

RCA PICKS K&E, GREY AND LEFTON TO HANDLE $12 MILLION IN ACCOUNTS

Agency threesome picks up the business previously carried by J. Walter Thompson. Each will handle part of the company's overall advertising along with RCA's three other agencies.

THE WINNERS—three of them—in the race for RCA's estimated $12 million advertising account were announced last week.

Kenyon & Eckhardt, Grey Adv., and Al Paul Lefton Co. were designated to handle the advertising which for the most part has been handled by J. Walter Thompson Co. for the past 10 years.

These portions of the RCA advertising business were not affected: RCA Communications continues with Gehnrich Assoc., and RCA financial advertising remains with Albert Frank-Guenther Law, while the Ross Roy Agency continues to handle RCA Custom Records, the Thesaurus, syndicated radio programs, and Camden Records.

RCA President Frank M. Folsom announced the long-awaited decision last Thursday. Speculation had been widespread since RCA's decision to leave J. Walter Thompson Co. became known several weeks ago [CLOSED CIRCUIT, Dec. 21, 1953].

In Effect Now

The new appointments are effective immediately, Mr. Folsom's announcement said.

Kenyon & Eckhardt, New York, which ranked 13th among agencies in radio-tv billings last year, but which has had no part of the RCA account recently, added what was estimated to be more than $5 million through its designation as agency for RCA-sponsored radio and television shows, RCA Victor Home Instruments, and RCA institutional advertisements. K & E billed approximately $15.2 million in radio and television during 1953. The agency, which is almost 30 years old, is headed by William Lewis, who has been president for the past three years, and Thomas D'A. Brophy, chairman of the board. Mr. Lewis, before being named president, was vice president and account supervisor on Lincoln Mercury and Ford Motor institutional accounts. Prior to that he was vice president in charge of radio and television for the agency. He has been with the firm for the past nine years.

MR. LEWIS MR VALENSTEIN

Grey Adv., which already had handled the NBC Film Division advertising, was awarded the entire NBC and the RCA Victor Records accounts.

Grey also handles the Emerson Radio & Phonograph Corp.'s product advertising, which presumably would have prevented its taking on similar lines of RCA.

The Grey agency was founded about 36 years ago by Lawrence Valenstein, who is still president of the firm. Arthur Fatt, executive vice president, joined Mr. Valenstein, 32½ years ago and the two men have been running the agency ever since.

Al Paul Lefton Co., Philadelphia, was named agency for RCA home appliances and electronic products. The company already had the RCA dehumidifier, RCA room air conditioners, and the RCA Victor employment program accounts, as well as those of the RCA Service Co., Gloucester, N. J., and RCA Victor Distributing Corp., Chicago.

Arizona Brewing Buys 'Tavern' in 8 Tv Cities

ARIZONA Brewing Co., Phoenix, for its A-1 Pilsner beer, is sponsoring the tv film series, *Duffy's Tavern*, in eight tv markets in five southwestern states, effective last Monday, according to Advertising Counselors of Arizona, agency which placed the account.

The 52-week contract, claimed to be the first regional tv sponsorship of *Duffy's Tavern*, includes KOB-TV Albuquerque, KROD-TV El Paso, KLAS-TV Las Vegas, KPHO-TV Phoenix, KOPO-TV Tucson, KIVA-TV Yuma, KSWS-TV Roswell, N. M., and a San Diego outlet yet to be named.

The contract, signed by J. F. Lanser Sr., Arizona Brewing Co. president, represents a substantial increase in the firm's 1953 advertising billings, the announcement said.

Carter Buys Into 'Three Plan'

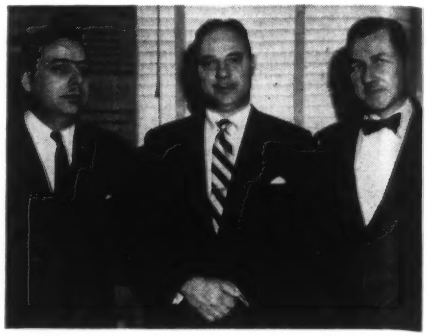
CARTER PRODUCTS Inc., New York, has bought into NBC Radio's "Three Plan," calling for three participations per week, starting March 1, on *Second Chance* (Mon., 11:45-12 noon), *Fibber McGee and Molly* (Wed., 10-10:15 p.m., EST), and *It Pays to Be Married* (Fri., 5:45-6 p.m., EST). Agency: Ted Bates & Co., New York.

PAPER-MATE SPOT SEEN $1.6 MILLION

THE radio-tv spot announcement budget of the Paper-Mate Pen Co., Culver City, Calif., will exceed $1.6 million in 1954 at the present rate, executives of the firm announced last week. During its three years Paper-Mate has increased broadcasting expenditures constantly, with emphasis on tv, the announcement said.

T. J. Welsh, vice president of Paper-Mate Eastern Inc., New York, said the firm also plans to sponsor a "top network program sometime in 1954," although the backbone of the campaign will remain spot, he said, based on a survey by Foote, Cone & Belding Inc., account agency. The survey revealed the advantages of spot in extensive coverage of the national market, in frequency and in market flexibility, Mr. Welsh said.

Radio, he said, would "continue to play an important role in Paper-Mate's advertising plans because of variations in tv set penetration, difficulties in securing good time in one-station markets, the important segment of the population which can be reached through automobile radios and the already proven effectiveness of the Paper-Mate jingle in 20-second chain breaks," he added.



EXECUTIVES of Needham, Louis & Brorby advertising agency convened in Chicago recently for a special conference on color television. L to r: John Willoughby, vice president and director of Needham, Louis & Brorby Ltd., Toronto; Frank Pittman, manager of the agency's Hollywood branch, and Dick Eastland, NL&B New York. Meeting at the Tavern Club, tv creative and production personnel agreed video holds out good possibilities for advertisers willing to "grow up with it."

Exquisite Form Plans For Tv Spot, Network

Company officials believe that new lock-type bra will be in good taste for tv advertising and prompt lifting of network taboo that had been placed on such commercials.

EXQUISITE Form Brassiere Inc., New York, after a tv test in New York, is ready to use television on a national scale and is discussing possible participations on NBC-TV's forthcoming *Home* series or another network program, plus a national spot campaign, if the so-called bra ban can be lifted.

The company feels that it has the answer to the ban in its newest strapless Bra-O-Matic which, it says, stays locked in place despite any violent torso movements, so that live models can twist, turn, bend forward and back to demonstrate the "no slip, no sag, no squeeze" features without violating the strictest requirements of good taste.

Models Don't Freeze

Until now bra models have had to remain frozen before the tv camera. "The function of this rule," Robert E. Heyn, vice president of Exquisite Form, said last week, "has been to avoid any possibility of indecent suggestion. Tv executives have felt that a brassiere, by itself, has a suggestive effect, and that any movement by the model might well multiply that effect.

"This has led to the well-known anomaly whereby actresses, singers and dancers, wearing scanty or low-cut costumes, have been permitted to be deliberately suggestive, while restrained, wholly decorous presentations of bras which completely cover the bosom have been banned."

Last December, when Exquisite Form announced in advance that it planned to show bras on moving models on the ABC-TV *Be My Guest* show, the display was banned by network officials just one half hour before the

show went on the air, spokesmen for the advertiser reported, adding that a later attempt was banned by DuMont officials.

Accordingly, it was decided to conduct the tests on a single station without advance fanfare, and to await public reaction before proceeding further.

The tests were conducted on WPIX (TV) New York on the Ethel Thorsen Sunday night night fashion show on Jan. 10 and Feb. 7. Each of the tests drew over 500 letters, Mr. Heyn reported. He added: "Not one letter was critical. There has not been one complaint of a breach of good taste."

Six Models Used

Six models were used, wearing both white and black, cotton and nylon lace bra styles, together with flowing petticoats and half-slips. In the intervals while the models changed, Miss Thorsen interviewed officials of the firm, who demonstrated the pushbutton feature of the bra while holding it in their hands.

The success of the test has made it possible for the company now to consider further television participations, to be launched in April, Arthur Fatt, executive vice president of Grey Adv., agency for Exquisite Form, is understood to have been one of the staunch supporters of the television test.

Peter Pan on Tv

PETER PAN FOUNDATIONS Inc., one of the largest foundation advertisers, will go into television for the first time with spot announcements on the Nancy Craig show on WABC-TV New York. To test the effectiveness of tv the firm is offering a giveaway of a fitting chart and tape measure. If the test proves successful, Peter Pan will go into other areas of the country with a spot announcement campaign that will supplement its present advertising in other media.

Wheelock Takes Agency Helm; Bailey Resigns

ARTHUR A. BAILEY, president of Ward Wheelock Co. advertising agency, Philadelphia, has resigned from the agency and Ward Wheelock, board chairman, has replaced him as president in addition to his duties as chairman, according to an announcement last week.

In other changes Walter L. Stocklin was named executive vice president and Robert C. Alexander was appointed vice president in charge of radio and television.

Mr. Alexander has been with the agency since 1942 and has been manager of its radio-tv department since 1945. The changes took place at a special board meeting upon Mr. Wheelock's return from Europe where he was working for the Eisenhower Fellowship Exchange Foundation.

New Cincinnati Agency

NEW advertising agency, Peck-Heekin, has been formed in Cincinnati with offices in the Mercantile Library Bldg. Principals are Richard F. Peck, former radio-tv media buyer at Procter & Gamble Co., and James R. Heekin Jr., active for nearly a decade in Cincinnati advertising circles.

DUFFY QUESTIONS OVERCOMMERCIALISM

BBDO president says viewers are dissatisfied because of number, not quality, of tv commercials. He lays the blame to cowcatchers, hitchhikes and spots between programs.

THE PROBLEM of too many commercials on tv stations is in the "lap of the industry," Ben Duffy, president of BBDO, said Feb. 14 on CBS-TV's *Man of the Week* program.

Too many commercial messages cause viewer dissatisfaction with all commercials, Mr. Duffy said. The public's objections come from the number of commercials, he added, not the quality.

Mr. Duffy said it was the cowcatchers, hitchhikes, and the station spots between programs that give broadcast advertising a black eye in the mind of the public. The sponsor of a 30-minute program is entitled to three minutes of commercials, he pointed out. That does not constitute overcommercialization, he said.

The responsibility of keeping the number of commercials within bounds is the station's, Mr. Duffy said. It is not the problem of the advertiser or of the advertising agency, he added.

News Panel

Mr. Duffy was quizzed by a news panel comprising Edwin H. James, B•T senior editor; Sylvia Porter, *New York Post*, and William H. Lawrence, *New York Times*. Ron Cochran, CBS commentator, acted as moderator.

Notwithstanding some abuses, Mr. Duffy commented, "we're getting along pretty well . . . we're giving the people what they want."

Latest attack on radio and tv commercials came from publicist Edward L. Bernays who claimed a survey of "influential" people showed that the public does not like broadcast advertising [B•T, Feb. 1].

Mr. Duffy also said that tv's impact on radio had leveled off. "Radio will remain always," he said.

Color tv costs have been exaggerated, the BBDO president said. "Most advertisers who have a product which will show up well in color will use color tv," he said.

Mr. Duffy was questioned closely about the alleged influence of advertising men in the political campaigns. He responded that the Administration needed help in the use of media, particularly radio and television. "Tv is changing the method of campaigning," he said, "and a candidate needs help in using this very expensive medium." But, he added, advertising techniques, no matter how good, can't sell a poor candidate. "You've got to have a good product to start with," Mr. Duffy said.

Answering a query regarding the plan of the Advertising Council to combat fears of a depression through the use of all media [B•T, Jan. 18], Mr. Duffy said he did not think there was a depression, nor that it was possible to talk the country into one. However, it is possible to generate public and business spending so that a depression can be staved off, he said. The Advertising Council campaign intends to present facts (on employment, unemployment, national income, etc.), not simply inspiration, he said.

MAN of the Week, on CBS-TV's program of same name Feb. 14, was Ben Duffy, (l) BBDO president. Here he is being interviewed in Washington by (l to r) Moderator Ron Cochran, CBS; Edwin H. James, B•T senior editor; Sylvia Porter, *New York Post*, and William H. Lawrence, *New York Times*.

Cullmans Elected to New Posts With Philip Morris

ELECTION of Joseph F. Cullman Jr., chairman and president of Benson & Hedges, and Joseph F. Cullman III, executive vice president of Benson & Hedges, as directors of Philip Morris & Co., was announced last week by O. Parker McComas, president and chief executive officer of Philip Morris.

Mr. Cullman Jr. also was elected chairman of the executive committee of Philip Morris, which also includes Board Chairman Alfred E. Lyon and Mr. McComas. Mr. Cullman III was elected a Philip Morris vice president.

B&H Is Subsidiary

Philip Morris recently acquired Benson & Hedges, makers of Parliament filter mouthpiece cigarettes, as a subsidary [B•T, Feb. 8]. Philip Morris roster of products includes Philip Morris, king-size and regular; Dunhill king-size plain and cork-tipped; Marlboro, plain and ivory-tipped; English Ovals, and mentholated Spuds, plain and cork-tipped.

Net profits of Philip Morris & Co. for the nine-month period ended Dec. 31, 1953, were announced last week as $9,856,345 or $3.65 per share of common, as compared to $8,041,925 or $2.91 per share for the corresponding period of 1952. Earnings for the third quarter

ended Dec. 31, 1953, were reported at $2,783,480, or $1.01 per share of common, as against $2,257,276, or $.80 per share, for the third quarter of 1952.

FALSTAFF BUYS HALF OF 'GAME OF DAY'

FALSTAFF Brewing Co., St. Louis, has signed for sponsorship of one-half of the daily play-by-play broadcasts of the *Game of the Day* feature over Mutual three days a week, starting on March 28 with pre-season training games, it was announced last week.

Falstaff, through Dancer-Fitzgerald-Sample, will sponsor one-half of broadcasts of major league baseball games over 350 stations on Monday, Wednesday and Friday one week, and on Tuesday, Thursday and Saturday on the following week. Other portions of the feature are being made available for local cooperative sponsorship.

This marks the fifth consecutive season Mutual will present major league baseball. Every club in the American and National leagues will be covered by the program, with broadcasts scheduled to emanate from the home parks of the Brooklyn Dodgers, New York Giants, Cincinnati Reds, Milwaukee Braves, New York Yankees, Philadelphia Athletics, Boston Red Sox, Detroit Tigers, Cleveland Indians, Washington Senators and Baltimore Orioles.

NCAA Invites Proposals On Football Tv Plans

NATIONAL Collegiate Athletic Assn.'s 1954 Television Committee has invited member colleges and all "interested parties," including networks, advertisers and agencies, to be present at hearings today (Monday) in New York for suggestions on tv plans for the forthcoming football season.

The Committee, under the chairmanship of C. Harvey Cassill, athletic director of the U. of Washington, was directed by a resolution adopted at the annual convention of NCAA in Cincinnati on Jan. 8 to formulate a tv program for the 1954 football season. The resolution also contained the following directive:

"The Committee shall hold hearings at which all member colleges and interested parties shall have full opportunities to be heard and make proposals for the 1954 tv program. . . . As promptly as possible after such hearings, the Committee shall formulate a 1954 tv program. . . ."

Both in 1952 and 1953 NCAA's *Game of the Week* was presented over NBC-TV under the sponsorship of General Motors Corp.

Delegates at NCAA's convention in Cincinnati in January expressed almost unanimous opposition to relaxation of the limited program of telecasting college football games that has been in force since 1950 [B•T, Jan. 11].

Grey to Move Headquarters

GREY Adv., New York, effective May 1, will move to a new building at 430 Park Ave. New York, from its present headquarters at 166 West 32d St. The 37-year-old advertising agency will be the largest single tenant in the building and will occupy four and one-half floors of the 18-story building.

WITH Anheuser-Busch (Budweiser) sponsoring, WTVI (TV) Belleville, Ill. (St. Louis), will telecast all 77 of the St. Louis Cardinals' road games. Agreeing on the contract are (l to r); J. C. Macheca, D'Arcy Advertising Co. account executive; Walter C. Reisinger, Anheuser-Busch assistant advertising manager; Raymond Krings, Anheuser-Busch advertising manager; Harry K. Renfro, D'Arcy account executive; Harry Tenenbaum, WTVI executive vice president, and John I. Hyatt, WTVI general sales manager. The ch. 54 station will air the first game April 15 at Milwaukee with the Braves. D'Arcy handles the Anheuser-Busch account.

Armstrong Offers 'Playback' To Dealers on 50-50 Basis

THE ARMSTRONG Tire & Rubber Co., Westhaven, Conn., is offering to its dealers all over the country participation, on a 50-50 cooperative basis, in sponsorship of *The Big Playback* packaged by Screen Gems Inc., New York.

Leo S. Klarz, advertising manager of Armstrong Tire & Rubber, said this was the first such arrangement to be made with a national tire distributor. He expressed confidence Armstrong dealers would be quick to take advantage of the opportunity to buy a top-rate show for half the time and talent costs. The company, which placed the deal direct, will supply commercials.

Nestle Buys Night Slices

SIGNING of Nestle Co. (Nescafe) for participations six nights a week in the all-night programs carried by four NBC-owned radio stations was announced last Thursday by George Dietrich, national radio manager for NBC Spot Sales. The stations: WNBC New York, WTAM Cleveland, WMAQ Chicago, and KNBC San Francisco. The all-night programming is handled individually by the stations, starting at about midnight. Agency for Nestle: Sherman & Marquette, New York.

'Today' Participants

ORDERS from five different sponsors for a total of 71 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST and CST) were announced last week. Sponsors, agencies and number of participations are as follows:

Franklin Baker division, General Foods Corp., Hoboken, through Young & Rubicam, New York, 28 participations, starting March 2; O-Cel-O division of General Mills, Buffalo, through Comstock & Co., Buffalo, 13 participations, beginning March 3; Reardon Co., St. Louis, through Krupnick & Assoc., St. Louis, 17 participations, starting April 9; Murine Co., Chicago, through BBDO, Chicago, five participations, starting March 8, and Hathaway Mfg. Co., New York, through Fletcher D. Richards Inc., New York, eight participations, starting March 8.

SPOT NEW BUSINESS

Howard Clothes (clothing stores), N. Y., expected to start radio campaign on 40 to 50 stations in about 10 markets effective March 17 for 12 weeks. Agency: Peck Adv., N. Y.

Gillette Razor Blade Co., N. Y., buying 10 minute radio segments, twice weekly in Ontrio and Manitoba, Canada, effective March 1. Agency: Maxon Inc., N. Y.

TreeSweet Products Co., Santa Ana. Calif. (frozen orange juice), starts initial tv spot announcement campaign with average of 22 spots weekly on five Hollywood stations for 8-10 weeks from Mar. 1. Agency: BBDO, L. A.

NETWORK—NEW BUSINESS

Corn Products Refining Co. (Linit), effective March 15, to sponsor a quarter-hour period of *Garry Moore Show,* CBS-TV, Mondays, 1:45-2 p.m. Program runs half hours Mon-Wed.-Fri. and full hours on Tues. and Thurs. It is now sold out, with total of 14 sponsors. C. L. Miller Co., N. Y., is agency for Corn Products.

W. P. Fuller & Co., S. F. (paints), to sponsor radio newscasters Knox Manning and Elmer Peterson (Mon.-Fri., 4:55-5 p.m. EST), over NBC's west coast network, starting March 1. Agency: McCann-Erickson, S. F.

NETWORK—RENEWAL

Assn. of American Railroads, Washington, renews *Railroad Hour* on full NBC radio network for 13 weeks, effective March 29 (Mon., 8-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Bank of America National Trust & Savings Assn., S. F., renews Mon.-Fri. quarter-hour *Ralph Story's Top of the Morning* on 12 CPRN California stations (7:15-7:30 a.m. PST) for 52 weeks from today (Monday). Agency: Charles R. Stuart Advertising, same city.

TPA Plans Campaign For 'Star Showcase'

Sillerman reports many regional sales, but stresses drive for local ones. Firm plans to market $5 million in tv film syndication products in '54.

PLANS for launching a national sales campaign on behalf of *Your Star Showcase* featuring Edward Arnold as host and commentator, were discussed at a four-day account executive clinic of Television Programs of America in New York last week.

Michael M. Sillerman, executive vice president, told the meeting that the series has been signed for use in many major regional markets but said the campaign will stress sales at the local level. Included in *Your Star Showcase* series are 20 comedies, 20 adventure dramas and 12 suspense films, which were produced at a total cost of about $2 million, TPA spokesmen said.

Presiding at the clinic was Milton Gordon, president of TPA. He said the company during 1954 has committed itself to the marketing of six new tv film syndication properties involving an estimated $5-million investment.

New TPA account executives, introduced at the clinic and bringing the sales force up to 25, were Alton Whitehouse, formerly an account executive with the Frederic W. Ziv Co.; Edwin H. Kasper, previously advertising manager for a publication in Boston; Norman Land, recently an account executive with Ziv, and Herbert L. Miller, formerly an account executive with United Television Programs.

CBS-TV Film Services Offers Reference Reels

CBS-TV Film Services Dept. has prepared reference viewing reels of excerpts from its specially-photographed "rear projection library" as a guide for producers, directors, sponsors and advertising agencies. Prints of the reference reels are being made available at laboratory cost or on a rental basis.

The reference reels are made of 10-foot clips from each full-length scene in the library. Fixed position backgrounds and traveling backgrounds are on separate reels. Though the original scenes are shot on 35mm, the reference reels are on 16mm. H. Grant Theis, manager of the Film Services Dept., said many of the CBS-TV rear projection film clips were shot for specific shows, and that additional scenes will continue to be shot as needed. The "RP" scenes available run from two to seven minutes, and include such varied shots as drifting clouds, the *Queen Mary* docking, rustic farmyards, holiday rush at Pennsylvania Station, and a speeding train.

Interstate Names Three As Sales Representatives

APPOINTMENTS of three new sales representatives to the staff of Interstate Television Corp., New York, wholly-owned tv film subsidiary of Allied Artists Picture Corp., were announced last week by Lloyd L. Lind, vice president and national sales manager of Interstate.

New representatives are Rex Gay, previously with McCall's Publications, who will cover Wisconsin, Illinois, Indiana, Kentucky and eastern Missouri; Robert C. Miller, recently division manager of NBC Radio Spot Sales in Cleveland and Detroit, who will service Ohio, Michigan, western Pennsylvania and West Virginia, and Jay Rubin, formerly with the Chicago sales office of Allied Artists, whose territory will be Iowa, Kansas, Minnesota, western Missouri, Nebraska and North and South Dakota.

'Fastest' Sound on Film

WKY-TV Oklahoma City believes it has made the fastest showing of any sound on film ever processed and shown on television. WKY-TV newscaster John Fields concluded his Feb. 8 newscast with a sound on film coverage of the introductory remarks of his program filmed 15 minutes before. The film was processed on the station's Houston developer. This processing speed enabled WKY-TV to telecast at noon the entire coverage of a murder committed that morning. Between the time of the murder (9 a.m.) and time of apprehension (12 noon), reels of sound on film showing an eyewitness account of the murder, the manhunt, and the accused murderer's confession shortly after his capture were telecast to viewers.

Bell & Howell Buys De Vry

SUBSTANTIAL part of the assets of De Vry Corp., Chicago (motion picture projectors), will be sold to Bell & Howell Co., that city, effective April 15, it was announced Thursday. Latter will manufacture De Vry's 16mm government and commercial products and parts in its own plant starting May 1. W. C. De Vry, president, and Edward B. De Vry, secretary-treasurer, plan to devote more time to expansion of De Vry Technical Institute Inc., training school for tv technicians.

Kling Expands Again

KLING STUDIOS Inc. has announced construction of a third sound stage underway at the company's Hollywood branch at an estimated cost of $50,000. The expansion was described as an "immediate necessity" because of considerable volume of tv film-motion picture production, according to Fred Niles, vice president in charge of Kling's tv-motion picture operations. Construction is expected to be completed in March.

FILM SALES

ABC Film Syndication announced last week that KBTV (TV) Denver has purchased additional 26 weeks of *Racket Squad* series six weeks after the start of the original 26-week cycle.

KPHO-TV Phoenix, KEYT (TV) Santa Barbara, Calif., and XETV (TV) Tijuana (San Diego), have acquired multiple-run rights to 27 feature films from **Comet Television Films Inc.,** Hollywood. Contracts, negotiated by **Walter A. Klinger,** West Coast sales manager, cover one-year period and involve Harry Popkin features, Hal Roach comedies and others.

NBC Film Division announced last week that *Badge 714* has been sold in 12 new cities, raising total number of markets for the show to 139. Recent sales on other division properties have raised total markets on *Inner Sanctum* to 68 and *Victory at Sea* to 93.

KING-TV Seattle is the 57th market telecasting *Time for Beany,* half-hour children's program created by **Bob Clampett Productions,** according to **Dwight W. Whiting,** general manager of **Consolidated Television Sales.** Recent sales of the series have been made by Consolidated to KEYT (TV) Santa Barbara and KBAK-TV Bakersfield, Calif., WCAU-TV Philadelphia, KGO-TV San Francisco and WMAL-TV Washington.

FILM DISTRIBUTION

Cavalcade Television Programs Inc., Hollywood, will handle product distribution of **Cornell Film Co.,** N. Y., in 11 western states. Recently acquired package consists of approximately 100 shorts, including two quarter-hour series of 13 films each, *Adventure Out of Doors* and an untitled golf series.

Comet Television Films Inc. now has available for distribution a new series of 104 five-minute films, titled *Health and Happiness Club* and featuring **Philena Borden.**

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to 13 outdoor action feature films, starring **Gilbert Roland** and **Duncan Renaldo,** which were all produced since 1945.

Pan-American World Airways is making available to tv stations, clubs, churches and civic groups a 23-minute sound color film, "Wings to Haiti." Film may be obtained free of charge from Pan American offices.

FILM PRODUCTION

Victor Stoloff is shooting the remaining films in *New Orleans Police Department* in that city, after completing the first half-hour film in a series based on the Royal Canadian Mounted Police. **S & S Films Ltd.** has been formed in Ottawa to finance him in production of the latter series.

Revue Productions, North Hollywood, has completed first half-hour film in *Affairs of Anne,* newest proposed half-hour tv series. A straight drama, **Marguerite Chapman** is featured as a lady lawyer. **Richard Irving** is director.

Donbar Productions, Hollywood, starts shooting "Matter of Blood," first half-hour program in *Lifeline* series, March 1, with **American National Studios** handling the filming. **William Stephens,** ANS executive studio manager in charge of physical production, will supervise. **Tony Leader** is producer and **Jerry Mayer,** director, on the **Edward Dukoff** package, which deals with actual experiences of clergymen of all denominations.

American National Studios Inc., Hollywood, announces early March production for *Pick Your Winner,* series of 39 half-hour films, to be produced by **Larry Finley,** KFWB Hollywood disc m.c. An audience participation show, to be filmed in the theatre originally built on the lot for the former CBS-TV *Red Skelton Show,* "unprecedented cooperation in allowing plugs for major company feature films" will be offered, according to an ANS spokesman. Four name guest stars will appear in each episode, through which as many as four motion pictures may be exploited.

S.H.A. Co., Hollywood, is shooting the first half-hour film in the proposed *Dr. Christian* series at **Flying A Pictures.** Supervising production arrangements is **Mrs. Dorothy B. McCann,** of McCann-Erickson Inc., who served as executive producer on the CBS Radio version

ALLAN FRIEDMAN (l), president of DeLuxe Labs, has presented 360 film clip prints to Chris J. Witting (r), president of Westinghouse Broadcasting Co. and tv committee chairman of the National Conference of Christians and Jews, for use by U. S. tv stations in promoting the "Let's Get Together" theme of Brotherhood Week, Feb. 21-28.

for 16 years for **Chesebrough Mfg. Co.** (Vaseline products). Continuing in the title role is **Jean Hersholt. Darrell McGowan** is set as field producer and **Stuart McGowan,** as director.

McCadden Corp., Hollywood, has completed filming a half-hour program starring **Jack Benny** with guest stars **George Burns** and **Bing Crosby,** which will be telecast March 21 on CBS-TV *Jack Benny Show*. McCadden films CBS-TV *George Burns and Gracie Allen Show*.

Lewislor Enterprises, Culver City, has completed half-hour pilot film in *The Chef Milani Show*, featuring the Hollywood cooking personality, music and entertainment. Program, packaged by **Frank Oxarart Productions,** was filmed by **DPI** for Lewislor.

Robert Lawrence Productions, N. Y., reports completion of 10 film commercials for Kelvinator appliances. They feature radio-tv star Jinx Falkenberg. Agency: Geyer Adv., N. Y.

Random Shots

Videofilm Publications, Hollywood, announces publication of 1954 Pocketfilm Directory, designed specifically for tv and film executives and is used in conjunction with the current issue of *Videofilm Magazine* listing over 400 active film series available to tv. Over 1200 names, addresses and phone numbers of distributors, representatives and agencies are listed. Available to trade on request from: Videofilm Publications, 1462 N. Stanley Ave., Hollywood 46, Calif.

TechniFilm Corp., Hollywood, with headquarters at **American National Studios,** is a new organization to handle special effects, including optical, printing, titles and all "trick" work connected with film production. Partners are **Jack Rabin,** motion picture producer and former co-owner of Complete Film Service processing firm; **Edward Nassour,** motion picture-film producer, and **Louis DeWitt,** former owner of an optical company. The new firm, while servicing independent accounts, will handle all American National's special effects requirements.

Hunt Stromberg, veteran motion picture producer of "The Thin Man" features, "Pride and Prejudice," and others, plans to enter tv film production with *Pitfall*, based on actual cases of juvenile delinquency. Shooting is scheduled to start in May at **General Service Studios,** Hollywood, with location scenes in the cities in which the cases took place.

Theodora Productions Inc., Hollywood, has been formed with actor **Cornel Wilde** as president-treasurer and his actress-wife, **Jean Wallace,** as vice-president and secretary, to independently produce motion pictures and tv films, both here and abroad.

Ham-Let Productions, Hollywood, has been formed by **Thad Swift, Norman Rice** and attorney **William Strong,** to film a series of 13 half-hour programs, based on a "private eye" who inherits a clairvoyant pig. A satire on the stereotyped tv detective, financing of the situation comedy series is being negotiated by **Kent Goodman Adv. Agency,** that city.

Screen Gems Tv, Hollywood, with one half-hour film completed in *Johnny Nighthawk* series, starring **Howard Duff,** is readying plans to shoot additional 25 films. A co-star, to portray the other partner in an independent flying freight service, is being sought. Distribution of the adventure series will be handled by Screen Gems' national sales organization.

Cheryl Tv Corp., Los Angeles distribution film, moves to 442 N. La Cienega Blvd., that city.

Television Producers Inc.'s initial screening of *The Resolute*, filmed tv series, produced in cooperation with the U. S. Marine Corps, will be held in Washington on or about March 1 with Defense Dept. officials expected to be in attendance.

Westward Productions Ltd., N. Y., is name of tv film production company established by Samuel Goldwyn Jr. Offices are at 1270 Sixth Ave., N. Y., Telephone is Plaza 7-7900.

Authors Playhouse, Hollywood, has obtained exclusive tv rights to the entire literary estate of **Ring Lardner** from the writer's widow, **Mrs. Ellis Lardner,** with payment on a profit-sharing basis. Production on the first film, "A Frame-Up," starts March 29 at California Studios, with son **John Lardner** doing the tv adaptation. Three other Lardner stories, "Anniversary," "A Day With Conrad Green" and "The Maysville Minstrel," are scheduled to follow and will be included in the series of 39 half-hour tv films, based on author's works, scheduled for completion and syndication by September.

Bob Hope has become a partner in **American National Studios Inc.,** Hollywood, according to **Fred Levy, Jr.,** board chairman, who further revealed the radio-tv-motion picture star will not participate in the active management of the firm, but will confine his interest to an investment level. Mr. Hope is also a principal stockholder in **Metropolitan Tv Co.** (KOA-AM-FM-TV Denver) and an inactive associate in **J. Hugh E. Davis Co.,** Hollywood program packagers.

Tv Dog Excluded

PROTEST by John W. Loveton, producer of CBS-TV *Topper* film series, is reportedly under consideration by Dr. W. A. Young, director of American Humane Assn., concerning the group's refusal to recognize Buck, the St. Bernard who portrays the ghostly Neal on the video series, as a contender for the fourth annual P.A.T.S.Y. (Picture Animal Top Star of the Year). Awards, to be held March 28 at Devonshire Downs in San Fernando Valley, have yet to admit candidacy of animals appearing in tv films.

Over 6½ Million Tv Sets Shipped in '53—RETMA

SHIPMENT of 6,656,555 tv receivers to dealers in 1953 was announced over the weekend by Radio-Electronics-Tv Mfrs. Assn., highest yearly shipment rate since 1950 and more than 7% above the 6,174,505 shipped in 1952.

Set shipments in December totaled 656,175 units compared to 695,308 in November and 965,891 in December 1952.

Following are tv set shipments to dealers by states for 1953:

State	Total	State	Total
Ala.	96,592	Neb.	63,954
Ariz.	38,992	Nev.	11,483
Ark.	50,777	N. H.	22,396
Calif.	514,512	N. J.	180,112
Colo.	71,456	N. M.	21,875
Conn.	94,124	N. Y.	595,293
Del.	15,685	N. C.	123,703
D. C.	52,225	N. D.	20,698
Fla.	137,402	Ohio	381,204
Ga.	118,731	Okla.	114,426
Idaho	26,301	Ore.	86,691
Ill.	426,867	Pa.	548,845
Ind.	229,601	R. I.	27,399
Iowa	160,581	S. C.	65,670
Kan.	104,642	S. D.	21,071
Ky.	90,992	Tenn.	114,355
La.	103,197	Tex.	378,958
Me.	60,574	Utah	38,683
Md.	79,219	Vt.	12,511
Mass.	196,152	Va.	128,776
Mich.	264,703	Wash.	145,944
Minn.	127,025	W. Va.	90,230
Miss.	48,043	Wis.	173,710
Mo.	164,465	Wyo.	4,058
Mont.	11,652		
		Grand Total	6,656,555

More CBS, NBC Tv Shows Seen Live in N.Y. Than L.A.

LESS than half the NBC-TV and CBS-TV programs seen live in New York are carried live on these networks' outlets in Los Angeles, according to a special survey published last week by *Ross Reports on Television*.

The survey included an analysis of programs viewed by audiences of the key NBC and CBS television stations in New York (WNBT (TV) and WCBS-TV) and Los Angeles (KNBH (TV) and KNXT (TV) during the week of Feb. 7-13. According to *Ross Reports*, hours of scheduled network program transmissions were as follows:

WCBS-TV New York, 65 hours live, 5½ film; KNXT Los Angeles, 24½ hours live, 32¾ kinescope, 6½ quick kinescope, 6 film; WNBT New York, 62 hours live, 6¾ film; KNBH Los Angeles, 1¾ hours live, 27½ kinescope, 22¾ quick kinescope and 6 film.

The significance of the programming analysis, according to *Ross Reports*, is that rating surveys, comparative audience reaction polls and other industry services may have a new factor to consider in audience likes and dislikes that may affect current and future programming predictions.

ARF Booklet Contains Data on Research Firms

FACTUAL data about American Research Bureau, Robert S. Conlan & Assoc., C. E. Hooper Inc., A. C. Nielsen Co., The Pulse Inc., Trendex Inc. and Videodex Inc.—names of principals, type of service offered, cities covered, etc.—as reported by those companies in response to a questionnaire, have been compiled by Advertising Research Foundation into a 27-page mimeographed report and distributed to ARF members.

The report was prepared by a working subcommittee of the Radio-Tv Ratings Review Committee with Jay Eliasberg of Foote, Cone & Belding and Hal Miller of Biow Co. as co-

chairmen. A second report—"Radio-Tv Bibliography"—is now in preparation as another supplementary product of the committee's efforts in analyzing broadcast rating services.

More Adv. Knowledge Needed, Says Kobak

ALTHOUGH advertising volume has soared to billions of dollars a year, the knowledge being used in the buying of advertising does not begin to measure up to the knowledge used when making purchases in other industries," Edgar Kobak, president, Advertising Research Foundation, said in a talk prepared for delivery Saturday at the annual meeting of the Southwestern Assn. of Advertising Agencies in Houston.

"Buyers should use sound research, based on standards set by buyers and sellers of advertising, in order to get the most out of their advertising dollars," Mr. Kobak said.

Citing the study of radio-tv rating methods now being conducted by ARF to help dispel confusion of both buyers and sellers of broadcast advertising over audience measurement data, Mr. Kobak said the effort is being made to establish standards for an ideal method for use as a yardstick in determining how well present rating services, alone or in combination, measure up to the ideal.

Although not so widely publicized, a similar situation exists for printed media, Mr. Kobak said.

NBC-TV Shows Fare Well In Latest Nielsen Ratings

EVEN though CBS-TV's *I Love Lucy* retained first place in the National Nielsen Ratings (tv) for the two weeks ending Jan. 23, NBC-TV shows took the major share of top honors in total number and percentage of homes reached.

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	17,329
2	Dragnet (NBC)	15,910
3	You Bet Your Life (NBC)	13,906
4	Colgate Comedy Hour (NBC)	13,809
5	Buick-Berle Show (NBC)	13,708
6	Jackie Gleason Show (CBS)	12,260
7	Arthur Godfrey's Scouts (CBS)	12,144
8	Philco Tv Playhouse (NBC)	11,339
9	Motorama (CBS)	10,959
10	This Is Your Life (NBC)	10,872

Per Cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1	I Love Lucy (CBS)	64.3
2	Dragnet (NBC)	59.1
3	Buick-Berle Show (NBC)	52.4
4	You Bet Your Life (NBC)	52.2
5	Colgate Comedy Hour (NBC)	50.9
6	Jackie Gleason Show (CBS)	50.0
7	Arthur Godfrey's Scouts (CBS)	48.4
8	Philco Tv Playhouse (NBC)	44.0
9	This Is Your Life (NBC)	44.0
10	Roy Rogers (NBC)	42.8

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Trendex Names 'Lucy' For Week of Feb. 1-7

CBS-TV's *I Love Lucy* scored the highest Trendex rating for evening sponsored network tv programs for the week of Feb. 1-7. Top 10 ratings:

1	I Love Lucy (CBS)	59.1
2	Talent Scouts (CBS)	50.7
3	Jackie Gleason (CBS)	44.5
4	Dragnet (NBC)	43.2
5	You Bet Your Life (NBC)	37.9
6	Godfrey's Friends (CBS)	34.9
7	Jack Benny (CBS)	32.6
8	Milton Berle (NBC)	31.8
9	T-Men in Action (NBC)	31.5
10	Red Buttons (CBS)	30.6

RETMA LAUNCHES NEW EFFORTS TO END SPURIOUS RADIATIONS IN TV SETS

Association board approves New Jersey research project on tv in the classroom. Renewed efforts planned to get excise tax on tv reduced or eliminated—especially on color sets.

RADIO-Electronics-Television Mfrs. Assn. took new steps last week to eliminate the years-old problem of interference caused by spurious radiations in tv sets.

The RETMA board authorized Chairman Robert C. Sprague to name a committee to confer with FCC and work out a mutually acceptable plan for securing the compliance of all television set manufacturers—only a "distinct minority" now fail to comply, it was emphasized—with standards designed to eliminate such interference. Mr. Sprague is expected to name the committee in the near future.

The board action on radiation was one of several highlights of a three-day series of committee section, and board sessions. Others:

• The board gave its blessing to a proposal advanced by the New Jersey State Teachers College for a five-year research project on the use of television in the classroom as a basic teaching device.

• A new budget and revenue proposal for RETMA, including a projected overhauling of the dues structure, was sketched to the board and may come up at the April meeting.

Tax Unit Suggestion

• The tax committee recommended, and the board approved, renewal of efforts to have the Federal excise tax on tv sets reduced or eliminated, and to have color tv sets exempted altogether, at least during color's formative years.

The board's decision to empower a committee to work with FCC in divising a plan for insuring industry-wide compliance with standards to avoid spurious radiations in tv sets came on the heels of a telegram sent by FCC to RETMA President Glen McDaniel urging manufacturers' cooperation in the battle against interference of this nature. But RETMA officials emphasized that they had been at work on the problem over a period of years, and that the subject had been a definite agenda item for last Thursday's board meeting for at least a month prior to receipt of the FCC telegram Wednesday.

The spurious radiations are of various types, including oscillator and "sweep" such as that arising from use of different IF frequencies. RETMA's engineering department has recommended standards to eliminate such interference, and RETMA spokesmen stressed that most manufacturers conform to these standards. The problem is to get complete compliance. FCC authorities have indicated that they fear that non-use of the recommended 41.25 mc IF frequency, for instance, will seriously damage their uhf allocations plan.

The research project proposed by New Jersey State Teachers college for the study of classroom use of closed circuit television was described by board members as by far the best that had yet been presented.

The preliminary phase of the study was conducted by the college with funds supplied by the Ford Foundation's Funds for the advancement of education, and the foundation was said to have indicated it will underwrite the study itself if the tv industry will provide the necessary equipment. RETMA officials pointed out that RETMA itself does not have funds for such a purpose, but that they would recommend that member companies cooperate in providing equipment.

The college estimated about $170,000 worth of equipment would be needed. The remainder of the proposed five-year project would cost about $1.3 million, it was said.

The college's plan envisions establishment on its own grounds at Montclair of "a laboratory where competent educators—teachers, administrators, and subject-matter specialists—can work with television technicians to explore scientifically the potential of this new medium." Among the phases which would be studied: impact of classroom educational television on the pupil, on the individual teacher, on the teaching profession, on methods of teacher education, on the school administrator, on the community, on ancillary educational specialties, on the curriculum itself and even on such matters as school architecture.

Other developments during the three-day meeting, held Tuesday through Thursday at the Roosevelt Hotel in New York:

G. A. Bradford, of General Electric Co., was named chairman of a new subcommittee, to promote the 1954 Voice of Democracy contest.

A phonograph needle section was set up by the parts div., and a military electronic equip-

CUNNINGHAM & WALSH's Vice President Newman F. McEvoy and six media directors were guests at a Crusade for Spot Radio clinic held in New York's Hotel Biltmore Feb. 2. Members of the sponsoring Station Relations Assn. and the guests are (l to r): seated, T. F. Flanagan, SRA managing director; Mr. McEvoy; Dick Schiess, Avery-Knodel; Edwin Fitzsimmons, Weed; John Osterstock, C&W; standing, Steve Maschinski, Adam Young Inc.; Bob Burke, Joe Gavin and Jim Ducey, C&W; Dick Gerken, Blair Inc.; Jack Crockett, C&W; Win Kirby, Weed; William Wilson, John E. Pearson Co.; Bob Murray, Katz Agency, and Reg Rollinson, general manager of the Crusade.

RADIO-TV highway safety delegates (see story, page 60) at NARTB reception (l to r): front row, Lester W. Lindow, WFDF Flint, Mich.; Ben Ludy, WIBW Topeka; NARTB President Harold E. Fellows; P. A. Sugg, WKY Oklahoma City; Earl H. Gammons, CBS; back row, Arthur C. Stringer, NARTB convention show manager; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Robert A. Schmid, MBS, and Robert K. Richards, NARTB administrative vice president.

GUESTS AT NARTB'S reception during the Washington highway safety conference (l to r): front row, Drue Smith, WAPO Chattanooga, Tenn.; Mike Layman, WSFC Somerset, Ky.; Judge Justin Miller, NARTB; F. C. Sowell, WLAC Nashville; Michael R. Hanna, WHCU Ithaca, N. Y.; back row, J. Leonard Reinsch, Cox stations; Earl W. Winger, WDOD Chattanooga, Tenn.; Cecil Hoskins, WWNC Asheville, N. C., and Walter Patterson, WKHM Jackson, Mich.

ment section was formed under the technical products div.

William H. Kelley, a vice president of DuMont Labs, was named to succeed Irv Rosenberg, also of DuMont, on the set executive committee.

The service committee recommended, and the set executive committee approved, updating of the booklet, issued jointly with Better Business Bureaus, on information which consumers should know about the purchase and servicing of tv sets.

It was also decided that support of the set service training program started last year at New York Trade School should be continued.

Seventeen new members were admitted, bringing the RETMA total to a record 373.

The statuette awarded by the Academy of Television Arts & Sciences to the National Television System Committee for its work in developing compatible color television [B•T, Feb. 15] was presented to Dr. W. R. G. Baker of General Electric, head of the RETMA engineering department and chairman of NTSC until it disbanded a few weeks ago.

Next round of RETMA section and committee meetings is slated April 26-27 in New York, after which the board will go to Niagara Falls for a session with the board of the Canadian Manufacturers Assn. on April 28-29.

NOMINEES SELECTED FOR NARTB BOARD

Sixty-five broadcasters are chosen to run for district posts as final elections near.

SIXTY-FIVE broadcasters were selected by the NARTB membership last week as nominees in final elections for even-numbered district board vacancies along with the five at-large directorships (one for each class).

In one of the eight even districts the nominating procedure will have to be done all over again, according to C. E. Arney Jr., NARTB secretary-treasurer. No candidate in District 12 (Kans., Okla.) received the necessary five votes Since there must be at least two nominees in a district contest, District 12 will try again after the main election.

Final ballots in the seven districts and five at-large vacancies will be mailed March 2 by Mr. Arney's office. They must be returned by March 18.

Thirteen nominees were named for two of the directorships and one for three vacancies. They have until Feb. 23 to decide which class they prefer.

Five candidates will run for the large station directorship now held by Paul W. Morency, WTIC Hartford. Twenty-nine were nominated for the medium station post now held by A. D. Willard Jr., WGAC Augusta, Ga. Fifteen were named for the small-station post vacant since the death of Lee W. Jacobs, KBKR Baker, Ore., whose term would have ended this year. The fourth at-large post, fm, drew 13 nominees for the directorship held by Michael R. Hanna, WHCU Ithaca, N. Y.

No more than three persons were nominated for any single district directorship.

The list of nominees follows:

Large Stations: Martin B. Campbell, WFAA Dallas; Ralph Evans, WHO Des Moines; Paul W. Morency, WTIC Hartford (incumbent); John M. Outler Jr., WSB Atlanta; Glenn Snyder, WLS Chicago.

Medium Stations: Sam W. Anderson, KFFA Helena, Ark. (also District 6); Joseph L. Brechner, WGAY Silver Spring, Md.; Harry Buckendahl, KOIN Portland, Ore.; Eugene Carr, WHBC Canton, Ohio; George D. Coleman, WGBI Scranton, Pa.; H Quenton Cox, KGW Portland, Ore. (also Fm); J. Roy Dabadie, WJBO Baton Rouge, La.; Dietrich Dirks, KCOM Sioux City, Ia.; K. K. Hackathorn, WHK Cleveland; Michael R. Hanna, WHCU Ithaca, N. Y. (also Fm); George J. Higgins, KMBC Kansas City; Cecil B. Hoskins, WWNC Asheville, N. C.; Rex Howell, KFXJ Grand Junction, Colo. (also District 14); J. Frank Jarman, WDNC Durham, N. C. (also District 4); Albert D. Johnson, KOY Phoenix, Ariz. (also District 16); Frank H. Loggan, KBND Bend, Ore.; Ben Ludy, WIBW Topeka, Kan.; Frank C. McIntyre, KLIX Twin Falls, Idaho; James H. Moore, WSLS Roanoke, Va. (also District 4); James D. Russell, KVOR Colorado Springs; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOK St. Louis; E. R. Vadeboncoeur, WSYR Syracuse, N. Y. (also Fm and District 2); Walter E. Wagstaff, KIDO Boise, Idaho (also District 14); Edwin K. Wheeler, WWJ Detroit (also Fm); E. S. Whitlock, WRNL Richmond, Va.; George Whitney, KFMB San Diego, Calif.; Joseph P. Wilkins, KFBB Great Falls, Mont.; Jack Younts, WEEB Southern Pines, N. C.

Small Stations: J. W. Betts, WFTM Maysville, Ky.; Victor C. Diehm, WHOL Allentown, Pa.; Paul R. Fry, KBON Omaha, Neb.; Simon Goldman, WJTN Jamestown, N. Y. (also Fm); Lester L. Gould, WJNC Jacksonville, N. C.; Frank E. Koehler, WROV Roanoke, Va.; Ben A. Laird, WDUZ Green Bay, Wis.; Merrill Lindsay, WSOY Decatur, Ill. (also Fm); Lee Little, KTUC Tucson, Ariz.; Harry McTigue, WINN Louisville; Robert T. Mason, WMRN Marion, Ohio (also Fm); Carter C. Peterson, WCCP Savannah, Ga.; Ben B. Sanders, KICD Spencer, Ia. (also District 10); A. E. Spokes, WJOY Burlington, Vt.; Gene Trace, WBBW Youngstown, Ohio.

Fm Stations: Paul R. Bartlett, KRFM (FM) Fresno, Calif.; H Quenton Cox, KGW-FM Portland, Ore. (also medium); Everett L. Dillard, WASH (FM) Wheaton, Md.; E. J. Gluck, WSOC-FM Charlotte, N. C.; Simon Goldman, WJTN-FM Jamestown, N. Y. (also small); Michael R. Hanna, WHCU-FM Ithaca, N. Y. (also medium); E. Z. Jones, WBBB-FM Burlington, N. C.; Merrill Lindsay, WSOY-FM Decatur, Ill. (also small); J. R. Livesay, WLBH-FM Mattoon, Ill.; Robert T. Mason, WMRN-FM Marion, Ohio (also small); E. R. Vadeboncoeur, WSYR-FM Syracuse, N. Y. (also medium, District 2); Edward A. Wheeler, WEAW-FM Evanston, Ill.; Edwin K. Wheeler, WWJ-FM Detroit (also medium).

District 2: James L. Howe, WCTC New Brunswick, N. J.; Robert B. Hanna, WGY Schenectady; E. R. Vadeboncoeur, WSYR Syracuse (also medium, Fm).

District 4: J. Frank Jarman, WDNC Durham, N. C. (also medium); Richard H. Mason, WPTF Raleigh, N. C.; James H. Moore, WSLS Roanoke, Va. (also medium).

District 6: Sam W. Anderson, KFFA Helena, Ark. (also medium); Henry B. Clay, KWKH Shreveport, La.; F. C. Sowell, WLAC Nashville.

District 8: Frederick A. Knorr, WKHM Jackson, Mich.; Robert B. McConnell, WISH Indianapolis.

District 10: K. S. Gordon, KDTH Dubuque, Ia.; E. K. Hartenbower, KCMO Kansas City; Ben B. Sanders, KICD Spencer, Ia. (also small).

District 12: Failed to nominate two candidates with five or more votes each.

District 14: Rex Howell, KFXJ Grand Junction, Colo. (also medium); Walter E. Wagstaff, KIDO Boise, Idaho (also medium).

District 16: William J. Beaton, KWKW Pasadena, Calif.; Albert D. Johnson, KOY Phoenix (also medium).

BAB ANNOUNCES CONTEST WINNERS

'Radio Gets Results' competition draws more than 350 entries, with 76 gaining awards.

WINNERS of the third annual "Radio Gets Results" contest conducted by BAB in quest of outstanding success stories demonstrating the selling power of radio are being announced today (Monday) by BAB President Kevin B. Sweeney.

From a field of more than 350 entries, 76 winners of first, second, third and honorable mention awards were designated in 11 different advertiser classifications. The winning stations and advertisers will receive bronze plaques (for first prize), wooden plaques (second and third prize), or scrolls (honorable mention). Each station submitting an entry will receive a citation.

"Again, these entries serve as documented proof that radio is an outstanding advertising medium for practically every type of advertiser," Mr. Sweeney asserted. "This year, many more of our member stations, everywhere in the country, provided evidence of the medium's power to sell products and services.

"We're going to release this information to other advertisers and to all BAB members

FIG 22
TYPICAL HORIZONTAL DIRECTIONAL PATTERN OBTAINABLE FROM A G.E. UHF HELICAL ANTENNA
SHOWS PATTERN THAT DOES NOT EXCEED THE MAXIMUM-TO-MINIMUM RATIO OF 10 db AS ALLOWED BY FCC.
DOTTED LINE IS AVERAGE FOR STANDARD NON-DIRECTIONAL

Get your

G-E 85-PAGE TV ANTENNA MANUAL

today!

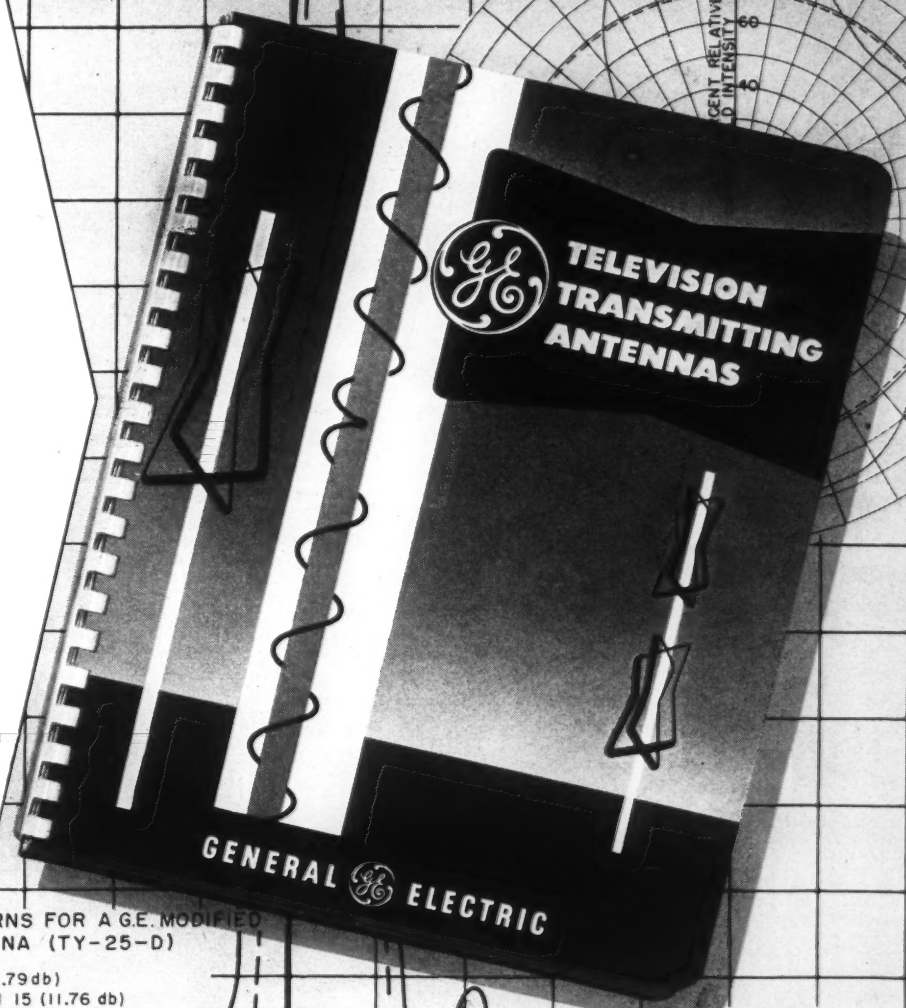

FIG. 17
MEASURED VERTICAL PATTERNS FOR A G.E. MODIFIED UHF 5-BAY HELICAL ANTENNA (TY-25-D)
PEAK POWER GAIN 18 (12.79db)
ZERO ANGLE POWER GAIN 15 (11.76 db)
SOLID CURVE ---- RELATIVE FIELD INTENSITY
DOTTED CURVE ---- RELATIVE POWER

CURRENT AND PHASING
= 0.50 /0.0°
= 1.00 /0.0°
= 1.00 /0.0°
= 1.00 /0.0°
= 1.00 /90.0°

G-E Book First Practical Reference Source To Help You Select Antenna... Solve Coverage Problems!

● Whether you're a station manager now on-the-air or about to go on... a chief engineer or new student in the television profession... be sure to read this comprehensive study of transmitting antennas and associated equipment. Its four sections cover VHF, UHF, Antenna Accessories, and Reference Data.

Theory and actual operation are included... antenna patterns of many types are discussed... coverage problems, initial questions and the solution steps using FCC reference curves are clearly spelled out in a simplified manner. Antenna specifications, transmission line, waveguide and diplexer data have also been provided. This complete antenna book belongs in every television station library.

Yours for only $1.50. **Spiral bound, hard cover edition now available. Write** ***General Electric Company, Section X224-22, Electronics Park, Syracuse, New York.***

GENERAL ELECTRIC

Rainier
Wheatena
SKYCOAT
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Best Food
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THEY ALL CHOOSE..
Here are great names in American marketing, all users of KSFO, San Francisco.
TIDE WATER ASSOCIATED OIL COMPANY
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OLDSMOBILE
PSA
HILLS BROS COFFEE
The Saturday Evening POST
LAN-LAY
RIVIERA MINESTRONE
FORD
HILLMAN
ROBERT HALL
AMERICA'S LARGEST CLOTHING CHAIN
FALSTAFF
CHEVROLET
COVERED WAGON
PERTUSSIN
BAYER ASPIRIN
Folger's COFFEE
LUCKY LAGER
Metro Goldwyn Mayer
KRANK'S BRUSHLESS SHAVE KREEM
WONDER ENRICHED BREAD
CAMEL
GE
WESTINGHOUSE
HUDSON
RCA
PEPSI-COLA
UNITED STATES RUBBER COMPANY US
Nash
ESQUIRE BOOT POLISH
PUREX
Paramount Pictures
MOHAWK GASOLINE
CCA
SHELL
SHINOLA DRESS PARADE
KIWI BOOT POLISH
ICE CYCLES

JOURNAL Tillamook HALO HANDLERY HOTELS
HOLLANDER BREAD ROMA BUICK
NORTH AMERICAN AIRLINES
Lipton Evening in Paris
WILDROOT GENERAL MOTORS DR. LYON'S
DU MONT Coca-Cola Dr. Penland's PAPER MATE
REG U.S. PAT. OFF.
Emerson DE SOTO
Tetco Motorola Radio
ELEVEN CELLARS WINES
ICE FOLLIES Payne
Langendorf Borden's
Kaiser ZENITH
SIMPLE SIMON TELEVISION
Kelvinator
Dennison's RANCHO SOUP
MERCURY White Rock
Admiral PICTSWEET
PHILCO
ANACIN Factory to you MuntzTV

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560 SAN FRANCISCO

ONE OF AMERICA'S
GREAT INDEPENDENT STATIONS

Sound reasoning, seasoned judgment, mark their choice of San Francisco radio stations. In KSFO they find the widest coverage of any Northern California independent, realistic rates that combine with consistently high ratings to give lowest cost per thousand listeners of **any** San Francisco station, network or independent, and splendid merchandising service that ties together advertiser, distributor, retailer and listener.

Wesley I. Dumm, President
Alan L. Torbet, General Manager
Gary Garlund, Commercial Manager

BREAD
Arden DICED CREAM
MAXWELL HOUSE Coffee
YUBAN COFFEE
AUTHORIZED ALEMITE LUBRICATION
SWANS DOWN CAKE FLOUR
Butter-Nut ENRICHED WHITE BREAD
GARRETTS VIRGINIA DARE RED WINE
MANISCHEWITZ CONCORD GRAPE WINE
DIETONIC GINGER

during the coming year in a continuing effort to demonstrate just what radio can accomplish for all advertisers, locally and nationally."

Judges were Paul S. Willis, president, Grocery Mfrs. of America; Frank X. Kiefer, editor, *Department Store Economist*, and Walter Kiplinger, promotion director, National Automobile Dealers Assn.

List of Winners

Apparel: First prize: KTUL Tulsa (Robert Hall Clothiers); second prize: WJTN Jamestown, N. Y. (Brown-Bilt Shoe Store); third prize: KYW Philadelphia (Macdonald & Campbell); honorable mention: KOFE Pullman, Wash. (Jack Propstras Esquire Shop); KIST Santa Barbara, Calif. (Alma Howard); WWON Woonsocket, R. I. (Elwinns Shoe Shop); WGBS Miami (Everlast Hosiery Co.); KIRO Seattle (Silen's Scientific Shoe Fitters).

Automotive: First prize: WGAY Silver Spring, Md. (Tom's Used Car Acre); second prize: WJOY Burlington, Vt. (C. P. Smith Jr. Inc.); third prize: WTTM Trenton (Volk Motors); honorable mention: WJAG Norfolk, Neb. (Schmode's International Garage); KVOR Colorado Springs (Johnson Pontiac Inc.); WIP Philadelphia (Foss-Hughes Co.); WSAI Cincinnati (Downtown Mercury); KLZ Denver (Downtown Buick Inc.).

Department stores: Special award: KMOX St. Louis (Scruggs-Vandewoort-Barney); first prize: WJOY Burlington, Vt. (Abernathy Clarkson Wright); second prize: WJTN Jamestown, N. Y. (Bigelow's Dept. Store); third prize: WTTM Trenton (Hurley-Tobin Co.); honorable mention: WSNY Schenectady (The Carl Co.); WDZ Decatur (Linn & Scruggs); WVMI Biloxi (Sears, Roebuck & Co.); WKNY Kingston, N. Y. (W. T. Grant Co.).

Drug products: First prize: KCBS San Francisco (Hannah Laboratories Inc.).

Drug stores: First prize: WWDC Washington (People's Drug Stores); second prize KCOL Fort Collins, Colo. (Shinn's Pharmacy); third prize: KYAK Yakima, Wash. (Brown's Pharmacy); honorable mention: WDZ Decatur (Roth-Johnson Drug Co.); WNOE New Orleans (American Drug Store).

Financial: First prize: KEX Portland, Ore. (Benjamin Franklin Savings & Loan Assn.); second prize: KSCB Liberal Kan. (First Federal Savings & Loan Assn.); third prize: WMIL Milwaukee (City Loan Co.); honorable mention: WJTN Jamestown, N. Y. (First National Bank); KSWO Lawton, Okla. (Home Savings & Loan); WKZO Kalamazoo (State Farm Insurance); KDKA Pittsburgh (Second Federal Savings & Loan Assn. of Pittsburgh); KSL Salt Lake City, Utah (Beneficial Life Insurance Co.).

Food and Grocery

Food and grocery products: First prize: WCAU Philadelphia (Burnham & Morrill Co.); second prize: WGAR Cleveland (Colgate-Palmolive Co.); third prize: WIRE Indianapolis (Borden Co.); honorable mention: WTOP Washington (Gill's Hotel Special coffee & chicory); WDVA Danville, Va. (Danville Sandwich Co.); WIP Philadelphia (State of Maine potatoes); KFBI Wichita (Steffen Dairy Foods Co.); WQAN Scranton (Grayce Farms Dairy); KCBS San Francisco (Maxwell House coffee).

Food and grocery stores: First prize: WOPI Bristol, Tenn. (Morton's Grocery); second prize: KBIG Hollywood (Von's Grocery Co.); third prize: WCAU Philadelphia (American Stores Co.); honorable mention: WJOY Burlington, Vt. (Bolton's); WLEC Sandusky, Ohio (Fisher Brothers).

Home furnishings: First prize: WTTM Trenton, N. J. (J. B. Van Sciver Co.); second prize: WLDS Jacksonville, Ill. (Slack Furniture Co.); third prize: KBIG Hollywood (J. B. Finch Furniture Co.); honorable mention: WSPD Toledo (Kobacker Furniture Co.); KWPC Muscatine, Iowa (Iowa Electric Light & Power); WNOE New Orleans (C. T. Patterson Co.); KVOO Tulsa (John Penn Furniture); WTAC Flint, Mich. (Corunna Road Furniture); KLX Oakland, Calif. (Waverly Fabrics).

Miscellaneous: First prize: WOR New York (Plantation Estates); second prize: KDKA Pittsburgh (Keps Electric Co.); third prize: KSEM Moses Lake, Wash. (Third Avenue Shopping Center); honorable mention: WLDS Jacksonville, Ill. (Henry Nelch & Son); KROS Clinton, Iowa (Interstate Power Co.); WIP Philadelphia (Drive-In Theatres); KTLN Denver (Burn Realty & Trust Co.); WCAU Philadelphia (Holland Furnace Co.); WOW Omaha (John Gasper & Son Realty).

Specialized services: First prize: WIP Philadelphia (Albert Tire Co.); second prize: WEMP Milwaukee (Charles Lubotsky Tire Stores); third prize: WTOP Washington (Hot Shoppes Inc.); honorable mention: KYAK Yakima, Wash. (Day & Night Auto Parts); WMIL Milwaukee (Believe It or Not); KSWO Lawton, Okla. (Quality Upholstering); WMBD Peoria (The Cumerford-Endsley Funeral Home); KGVO Missoula, Mont. (Clute-Polleys Lumber Co.).

TESTIMONIAL DINNER TO HONOR MILLER

Broadcasters set fete for the retiring NARTB board chairman March 31 in Washington.

BROADCASTERS and persons prominent in the nation's civil and legal life will take part in a March 31 testimonial dinner to Judge Justin Miller, who retires April 1 as NARTB chairman of the board. [CLOSED CIRCUIT, Feb. 15.] Presiding at the dinner, to be held in the main ballroom of the Mayflower Hotel, Washington, will be G. Richard Shafto, WIS Columbia, S. C.

Long active in NARTB affairs and for many terms a member of the board, Mr. Shafto was a member of the 1945 committee that selected Judge Miller for the presidency. This committee had been searching for a prominent figure to direct the association's affairs and build up the industry's stature in national affairs.

Judge Bolitha J. Laws, chief judge of the U. S. District Court, District of Columbia, and a long-time friend, will speak of Judge Miller as a broadcaster.

Arthur B. Church, longtime industry leader and president of KMBC Kansas City, will speak of Judge Miller as a broadcaster.

Co-chairmen of the dinner committee are Frank M. Russell, NBC Washington, vice president, and Ben Strouse, WWDC Washington. Co-chairmen of the reception committee are Clair R. McCollough, Steinman Stations, and Robert D. Sweezey, WDSU New Orleans.

BMI, which Judge Miller has served as board chairman, will provide dinner entertainment and be host at a cocktail party.

BMI Program Committee comprises Carl Haverlin, BMI president, chairman; J. Leonard Reinsch, Cox Stations managing director; Paul W. Morency, WTIC Hartford.

A letter detailing arrangements was sent to broadcasters over the weekend by Co-chairmen Russell and Strouse.

The dinner will be informal, but black tie for the head table. Reservations are $20 each, with broadcasters permitted to bring their wives and other guests. C. E. Arney Jr., NARTB secretary-treasurer, has optioned blocks of Washington hotel rooms for out-of-towners.

Judge Miller will be presented a gift.

Plans for the testimonial dinner originated with the NARTB board at its winter meeting, held at Phoenix, Ariz. [B•T, Jan. 25], and many broadcasters have supported the idea as a means of recognizing Judge Miller's nine years of service to the association. He became NAB (predecessor to NARTB) president Oct. 1, 1945, becoming chairman of the board June 5, 1951. He retires April 1 with a pension plus special retainer as advisory counsel on call.

NEW OFFICERS of the Tennessee Assn. of Broadcasters are (l to r) Parry Sheftall, WJZM Clarksville, retiring president and new member of the board; John Hart, WBIR Knoxville, vice president; Drue Smith, WAPO Chattanooga, secretary-treasurer, and Earl Winger, WDOD Chattanooga, president.

Kentucky Broadcasters Set Spring Meeting March 23

KENTUCKY Broadcasters Assn. will hold its spring meeting March 23 at the Hotel Seelbach in Louisville, with the Kentucky BMI Clinic scheduled for the next day, according to Hugh O. Potter, WOMI Owensboro, secretary-treasurer.

KBA's executive committee will meet at 6:30 p.m. March 22. The business session will begin the next morning at 9:30. Bill Ladd, radio editor of the *Louisville Courier-Journal* (WHAS-AM-TV), will speak at the luncheon. After an afternoon session on various subjects and a cocktail party, Robert K. Richards, NARTB administrative vice president, will be the speaker at the annual dinner. The Kentucky chapter of American Women in Radio & Television has been invited to general sessions.

The state association's fall meeting is scheduled for Oct. 20-21 at Cumberland Falls Park.

RETMA Commends FCC For Furthering Tv

Association's board of directors cites the Commission for fostering the growth and development of tv.

RESOLUTION commending FCC for "making possible" the accomplishments achieved thus far in television and other electronic fields "and thereby encouraging the growth of the electronics industry with consequent benefits to the public" was adopted last Thursday by the board of directors of Radio-Electronics-Television Mfrs. Assn. (See story on page 37.)

Text of the resolution, which also directed that copies be sent to the chairmen of the House and Senate Interstate and Foreign Commerce Committees as well as to FCC Chairman Rosel H. Hyde:

Whereas, the FCC has diligently and expeditiously processed several hundred applications for television station construction permits since this procedure was resumed in July 1952, and

Whereas, as a result of this diligence upon the part of the Commission and its staff, 231 new tv stations began operation in 1953, many opening new tv areas and others adding to existing service, with the result that the magic of television was made available to millions of persons previously deprived of the entertainment and education it affords, and

Whereas, the Commission by sponsoring the development of television broadcasting in the uhf has laid the groundwork for a nationwide television service impossible with vhf, alone, and

Whereas, the Commission, with as much promptness as possible after due consideration of all factors and the public interest, granted a petition of the National Television System Committee for standardization of compatible color tv and thus paved the way for an orderly evolution of this service without making obsolete the millions of black and white sets in use, and

Whereas, the Commission has facilitated the widespread development of numerous radio and electronic services, particularly in industrial, communications, public safety, and other public

A new service!
"FARM to MARKET"
with BRUCE EAGON

★ Serving a SPECIFIC NEED in a SPECIFIC Area — KTUL's New "Farm to Market" Program Places Fresh Emphasis on the Rich and Diversified Agricultural Resources Concentrated in Northeastern Oklahoma.

★ Agriculture, in Its Varied Phases PROVIDES NORTHEASTERN OKLAHOMA'S GREATEST SOURCE of INCOME! Much of the State's Wealth Is Found in This Potent Region of Famous Beef and Dairy Herds . . . Rich Fruit and Vegetable Spreads and Rapidly Growing Poultry Industry.

★ Northeastern Oklahoma Is the Home of Championship 4-H and FFA Judging Teams . . . a Proving Ground of Land Conservation Ideas.

★ BRUCE EAGON — KTUL's Farm Editor— Has Been in Close Touch with the Agricultural Picture in Northeastern Oklahoma for Years. Winner of Three Awards in 1951, He is Qualified to Give KTUL's Rural Audience WHAT IT NEEDS — AND WANTS!

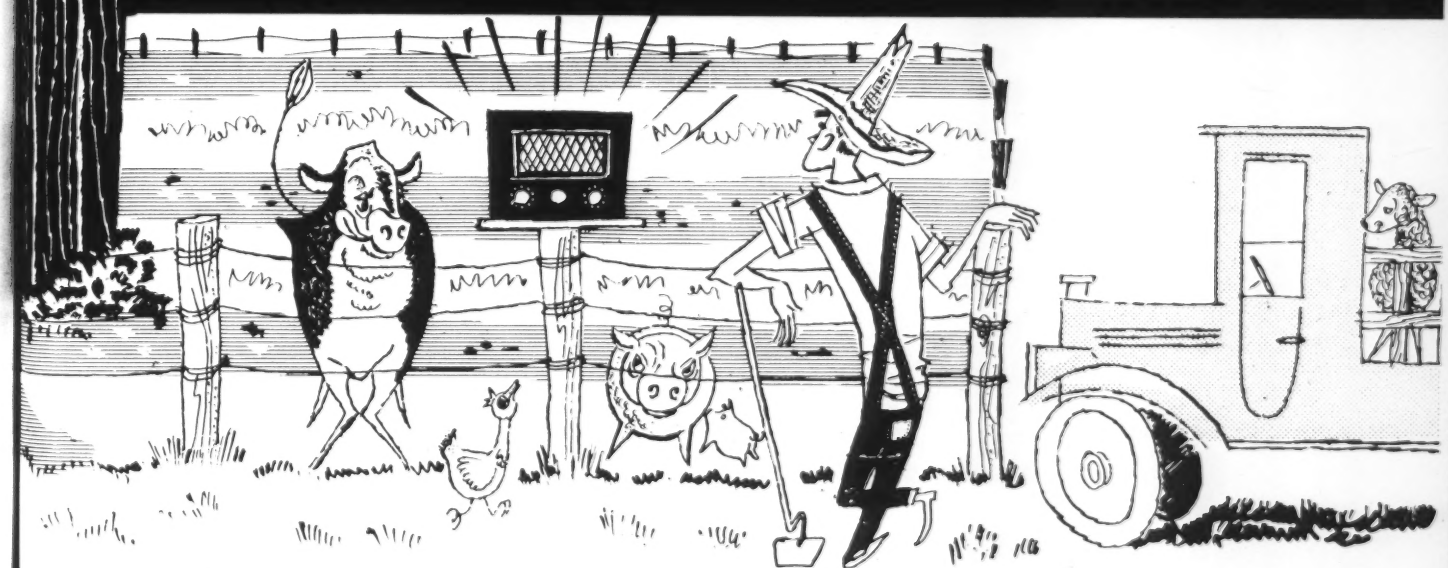
CBS Radio

KTUL THE "HAPPY MEDIUM STATION" — **TULSA, OKLAHOMA**

L. A. BLUST, JR.
Vice Pres. & Gen. Mgr.

AVERY-KNODEL, INC.
National Representative

AFFILIATED WITH KFPW — FORT SMITH, ARK., AND KOMA — OKLAHOMA CITY, OKLA.



service fields, thereby contributing to the expansion of our national economy, and

Whereas, the Commission and its staff have shown a keen appreciation of the technical and industrial problems created by the rapid development of television and electronics industry and a ready willingness to act expeditiously in the public interest,

Therefore, be it resolved, that the board of directors of the Radio-Electronics-Television Manufacturers Association on this 18th day of February in the year 1954 does hereby express its appreciation to the FCC for making possible these accomplishments and thereby encouraging the growth of the electronics industry with consequent benefits to the public, and

Be it further resolved, that copies of this resolution be transmitted by the secretary to the chairman of the Senate Interstate and Foreign Commerce Committee, the chairman of the House Interstate and Foreign Commerce Committee, and the chairman of the FCC.

N. Y. Radio-Tv Boost Red Cross Drive

Station executives get kits outlining programs for the '54 campaign. Goal is $85 million.

NEW YORK radio and tv station executives attended a luncheon meeting last Thursday at the Waldorf-Astoria Hotel, held under the chairmanship of James Sauter, chairman of the Red Cross radio and tv committee, to help launch the 1954 Red Cross drive for its $85 million national goal.

The executives were given a radio-tv kit which included the list of radio-tv programs which will kick off the fund drive on Feb. 28 and which will carry a message by President Dwight Eisenhower.

In radio the schedule includes: Feb. 22, *Roman Marynowych's Ukranina Hour* on WEVD New York; Feb. 28, *Jack Benny* program on CBS-Radio, Arturo Toscannini on NBC-Radio, *Rod and Gun Club of the Air* on Mutual, and *This Week Around the World* on ABC-Radio; March 2, Pat Barnes on WOR New York.

In tv the list includes: Feb. 28, *Mr. Peepers*, on NBC-TV, *Fred Waring* program on CBS-TV, Presidential message on DuMont Tv, and *George Jessell Show* on ABC-TV; March 1, the *Margaret Arlen Show* on WCBS and *Sense and Nonsense* on WABD.

Program Directors' Data

Program directors of stations were sent special messages for Red Cross Sabbath, Feb. 27 and Red Cross Sunday, Feb. 28; spot announcements for Red Cross radio-tv day March 1, including brief messages, balops, flip cards and trailers and for March—traditional Red Cross month—scripts, program inserts, spot announcements, features and human interest stories which will be forwarded weekly to program directors and commentators.

All material on the Red Cross Fund can be obtained through Ruth M. Shafer, director of radio and tv, Red Cross, 315 Lexington Ave., New York.

NATRFD, FEI Meeting Explores Farm Problems

FARM problems were explored by some 50 radio-tv farm service directors at a press-radio-industry-agricultural conference at the LaSalle Hotel in Chicago last Tuesday. The meeting was sponsored by the Farm Equipment Institute in cooperation with National Assn. of Television & Radio Farm Directors and various editors groups.

Results of a general survey of farm broadcasters on the current thinking of farmers highlighted a panel discussion by Maynard Speece, WCCO Minneapolis; Paul Johnson, editor of *Prairie Farmer* (WLS Chicago), and others. Mr. Speece represented NATRFD.

In the survey, in which 129 of 300 questionnaires were returned, 36% reported the belief farmers generally feel the agricultural outlook is "more favorable" today than six months ago, while 20% felt it was "less favorable" and 44% have adopted a "wait and see" attitude.

Cultural Role of Radio-Tv Outlined to N. Y. Ad Women

SIGNIFICANCE of radio and tv in the world of the future as purveyors of culture as well as entertainment was described last week at a luncheon meeting of the Advertising Women of New York by Theodore Streibert, director of the U. S. Information Agency and former president of WOR-AM-TV New York, and J. L. Van Volkenburg, president of CBS-TV.

Part of a panel exploring the subject of "Future of Communications," both Messrs. Van Volkenburg and Streibert pictured tv and radio as media that will help ultimately to achieve greater international cooperation and understanding.

In discussing the potential of tv as an educational force, Mr. Van Volkenburg asserted that America presently is in the throes of a "cultural revolution." To support this contention, he declared that college enrollments in the U. S. has increased 50% since 1940 and added there is a sharper interest in the legitimate theatre and the classical record field than ever before.

Mr. Van Volkenburg predicted that tv networks will allocate more time to educational programs in the future to accommodate the ripening interest in cultural developments.

He expressed the belief that color will add a dimension to tv that will place it in the forefront of mass communications media. He contended that color tv will have "a great future" even if a business depression develops. He pointed out that radio flourished during the darkest days of the depression of the 1930's, along with the picture magazines. Similarly, he said, tv will grow even in a period of economic depression, because the medium can make a vital contribution to the life of the country, and, ultimately, the world, with the development of world-wide tv communications.

Mr. Streibert praised radio as the only mass communications medium that can reach persons behind the iron curtain, thereby providing them with the true story of life in America and the rest of the world. Mr. Streibert declared that USIA is committed to stressing objectivity in its broadcasts, pointing out that propaganda has proved to be a dubious element in fighting communism.

Ad Council Unit Approves 'Future of America' Drive

A "FUTURE OF AMERICA" campaign, designed to acquaint the American public with the facts of the nation's economic life, has been approved by the Public Policy Committee of the Advertising Council, T. S. Repplier, Council president, announced Thursday.

In the near future, Mr. Repplier said, radio and tv stations and networks and other media, as well as local and national advertisers, will be asked to cooperate in the campaign. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., will serve as volunteer coordinator and McCann-Erickson as volunteer agency, continuing in the same positions they held during the Council's educational campaign for the American Economic System of which the new drive is an extension.

Announcement of the "Future of America" campaign was made at a preview showing of the sound slide film, "Future of America," sponsored and produced by the joint committee

PROMOTIONAL plans for the first annual Mardi Gras to be held by the Radio-Tv-Advertising Executives Club of New England in Boston Friday are made at this meeting by (l to r): seated, Nora Yardley, Motion Pictures for Tv Features; C. Herbert Masse, WBZ-TV Boston; Roy Whisnand, WCOP Boston, chairman of the Mardi Gras; standing, Fred Yardley of MPTV Features; Chick Morris, WBZ; Marjorie Carter, Kettell-Carter, and Don Kerr. WCOP.

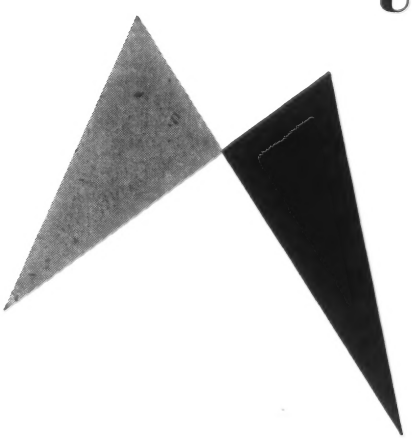
WJW

CLEVELAND'S

NUMBER 1

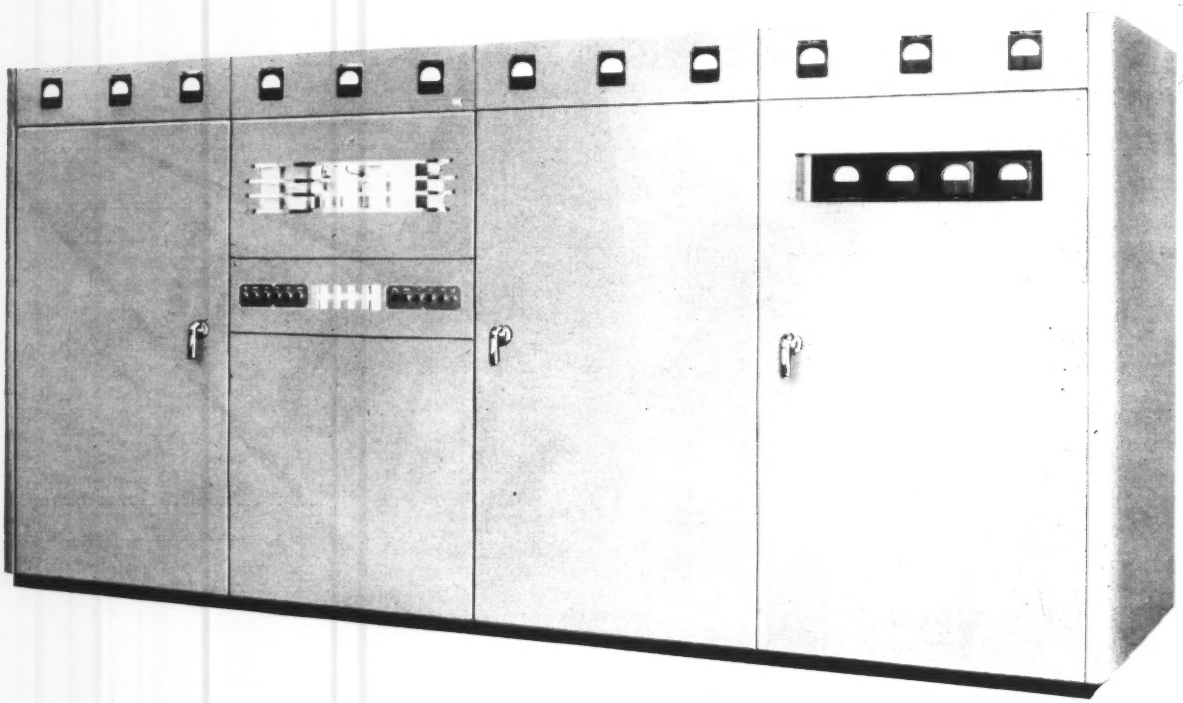
RADIO BUY!

CLEVELAND'S CHIEF STATION



5000 WATTS — 850 K. C.
BASIC **ABC** NETWORK
REPRESENTED BY
H-R REPRESENTATIVES

GATES the finest name in broadcasting equipment



100 users of the famous Gates BC5B/BC10B, 5000/10,000 watt broadcast transmitters. Certainly the equipment is all new for the big KTLN 5000-watt voice; but Gates is not new to KTLN — it has always been their choice since going on the air many years ago. In fact, 14 other Colorado stations are 100% Gates equipped. Since World War II over 65% of all newly constructed radio stations purchased Gates. The best way is always the Gatesway to better broadcasting!

GATES **RADIO COMPANY** QUINCY, ILL., U.S.A.

INTERNATIONAL DIV., 13 E. 40th ST., NEW YORK CITY

Offices in Atlanta, Houston, Los Angeles, New York and Washington

KT

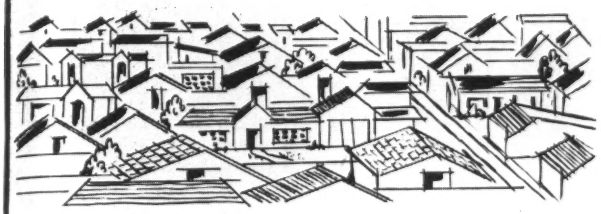
RADIO DENVER

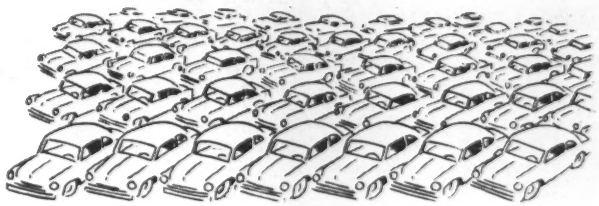
CALL...RADIO REPS., INC., NEW YORK • CHICAGO • LOS ANGELES

KTLN DENVER

Now 5000 Watts Day & Nite

...music, news, sports





Covering 391,800 homes — over 5,000,000 cars annually

JOE FLOOD:
Denver's "Dean of Radio." When you want to sell the people of Colorado, get hold of Joe. Address: KTLN, 5000 Watts.

RICH FROEMKE: "Old Dependable"
If it's broadcasting, Rich does it . . . and *well* . . . For 5 years his daily feature has been "Million Dollar Ballroom."

CHUCK COLLINS:
Denver's pianist, poet and philosopher. "I love to talk to people, that's all; and they buy the things I tell them about." With Chuck your merchandise moves — you buy a spot — you get a salesman.

KAYTEE ELLEN:
Gracious hostess, gal about town . . . Houses or hosiery, she'll sell 'em for you and make you a million friends in the bargain.

Why it's a buy...

KTLN MERCHANDISES

Our job only begins when you buy a schedule on KTLN. We'll work with you and for you, day and night in any way possible. And we've got the market and merchandising know-how to SELL your product. Ask time buyers who use KTLN.

KTLN COSTS LESS PER THOUSAND

The June, 1953, Conlan (when we were a 1-kw daytime) showed about 73c per thousand, average cost — making KTLN the best dollar buy in the Denver radio market. Now it's five times the buy, Day and Nite.

KTLN IS INDEPENDENT

If you want one 20-second spot or a two-hour block three times a week we'll come mighty close to putting you right where you want to be . . . "the difficult we do instantly, the impossible takes a little longer." We stay independent to SERVE YOU BETTER.

KTLN

5000 WATTS

CALL . . . RADIO REPS., INC., NEW YORK • CHICAGO • LOS ANGELES

TRAVEL folders are shown by Rosemary LaPlanche, former Miss America title holder who co-stars with husband Harry Koplan on KHJ-TV Hollywood series, to John Reynolds (l), station mgr., and Charles P. Colbert, v. p. of sponsoring Sues, Young & Brown Inc., L. A. appliance dealers.

TEN GALLON hats add a western touch while arrangements for *Annie Oakley* film telecasts on KOTV (TV) Tulsa are made by (l to r) Frank L. Killiam, pres.-gen. mgr., Canada Dry Bottling Co. of Tulsa; Carl Behle, KOTV Sales rep., and Dick Campbell, KOTV station mgr.

JOHN DEERE Dealers' (farm equipment) use of KHOL-TV Kearney, Neb., for market reports is discussed by (l to r) Gordon E. Morehouse, regional sales dir., KHOL-TV; H. C. Bruhm, John Deere Dealers rep., and Bob Schnuelle, KHOL-TV market reporter.

ERIE BREWING Co., first sponsor on WICU (TV) Erie, hits high mark in use of Erie television, signing for 52 weekly two-hour wrestling shows and a 10-minute nightly Mon.-Fri. sports show. Seated (l to r): F. A. Blass, Erie treas.; Bob Lunquist, WICU sports dir.; Erie Pres. J. M. Magenau Sr.; J. M. Magenau, secy., Erie, and John Yount, Yount Co., placing account. Standing: Karl Nelson, sls. mgr. and Don Lick, prog. dir., both WICU.

of the Assn. of National Advertisers and American Assn. of Advertising Agencies, which this week will give the film its first public showing to advertising and business leaders in New York, followed by similar presentations in other cities. The 25-minute film, presenting a factual report on the country's economic potentials, will be made available to business and civic groups for individual showings.

The Council and the ANA-AAAA plans were disclosed in January at a Washington conference of the Council [B•T, Jan. 18].

ASNE President Predicts Newspapers' 'Golden Age'

A GOLDEN AGE awaits newspapers in the next decade, in the opinion of Basil L. Walters, head of the American Society of Newspaper Editors and executive editor of Knight Newspapers. Speaking Thursday at the 26th annual Georgia Press Institute at the U. of Georgia, Athens, he said, "dead-pan stenographic reporting of the 1930s is outdated."

"Television is a great stimulator of interest in news but only the newspaper can satisfy the growing hunger for news that it creates," Mr. Walters said. "The old-fashioned type of newspaper which merely records the police court blotter and other routine will not suffice."

Waste, Excesses in Tv Draw Fire From Mogul

"EXTRAVAGANCE and waste" in television and "inflated" ratings and set counts drew fire last Wednesday from Emil Mogul, president of Emil Mogul Co., New York, as he addressed the monthly luncheon session of the Chicago Television Council at the Sheraton Hotel.

Mr. Mogul said he felt that television is being "strangled" and that if the current trend continues, the medium will be "available to only a handful of blue chip advertisers" even before the advent of color tv. He added that no medium has had the "high mortality rate" among advertisers as television.

BAB Talks on Local Sales Held in Chicago, K.C.

IN LINE with BAB's program to sell important local advertisers on more extensive use of radio, Kevin B. Sweeney, BAB president, conferred last week with radio station sales committees in Chicago and Kansas City on presentations to be made to advertisers.

Mr. Sweeney conducted a meeting in Chicago on Monday with the local sales committee, which includes the general managers and/or the sales managers of WBBM, WCFL, WENR, WGN, WIND, WLS, and WMAQ. The presentations were prepared by BAB, drawing upon the organization's facilities and resources, coupled with local information compiled by BAB members in Chicago.

Mr. Sweeney conducted a similar meeting in Kansas City on Tuesday.

Alabamians Meet April 9-10

ANNUAL meeting of Alabama Broadcasters Assn. will be held April 9-10 at Admiral Semmes Hotel, Mobile, according to Malcolm B. Street, WHMA Anniston, ABA president. A BMI clinic will be held in connection with the meeting. Jack Hughes, WJJJ Montgomery, is chairman of the program committee.

BMI's 47 Clinics To Start March 8

Pool of 42 traveling and 94 local speakers are lined up for the circuit through the U. S. and Canada.

COMPLETE schedule of BMI's 47 program clinics in the U. S. and Canada for 1954 [B•T, Dec. 28, 1953], starting with two on March 8, is being announced today (Monday). Total of 35 clinics will be held prior to the NARTB convention in Chicago in late May.

A pool of 42 traveling and 94 local speakers has been set up, the former divided into 16 teams, each of which will be accompanied by a BMI official—either President Carl Haverlin, Station Relations Vice President Glenn Dolberg, or Projects Director Russell Sanjek.

With State Assns.

Each clinic, BMI officials reported, was arranged in cooperation with the appropriate State Broadcasters Assn. BMI field representatives in their respective territories will serve as clinic chairmen. It also was noted that an additional number of women will appear as speakers at the 1954 sessions to emphasize the importance of women's programming from the standpoint of both public appeal and advertiser interest.

Of the 12 clinics slated after the NARTB convention, eight will be in the U. S. and four in Canada.

The March 8 opening sessions will be held at Austin, Tex., and Albuquerque, N. M. First post-NARTB convention clinic will be June 7 at Winnipeg, Man.

BMI program clinic schedule:
Alabama—Montgomery, March 22, Hotel Jefferson Davis
Arizona—Phoenix, March 9, Hotel Westward Ho
Arkansas—Little Rock, March 29, Albert Pike Hotel
California—Los Angeles, March 10, Beverly-Wilshire Hotel
California—San Francisco, March 12, Clift Hotel
Colorado—Colorado Springs, June 21, Broadmoor Hotel
Florida—Orlando, March 26, Orange Court Hotel
Georgia—Atlanta, March 24, Dinkler-Plaza Hotel
Idaho—McCall, June 16
Indiana—Indianapolis, June 25
Iowa—Des Moines, April 9, Hotel Fort Des Moines
Kansas—Hutchinson, April 5, Hotel Baker
Kentucky—Louisville, March 24, Hotel Seelbach
Louisiana—New Orleans, March 10, St. Charles Hotel
Maine—June 18 (to be announced)
Maryland-D. C.—Washington, D. C., April 9, Sheraton-Park Hotel
Massachusetts—Boston, June 16, Sheraton-Plaza Hotel
Michigan—Jackson, April 2, Hayes Hotel
Minnesota — Minneapolis, March 29, Radisson Hotel
Mississippi—Jackson, March 12, Heidelberg Hotel
Missouri—Jefferson City, April 2, Hotel Governor
Montana—Butte, June 14, Hotel Finlen
Nebraska—Beatrice, April 7, Hotel Paddock
New Jersey—Camden, April 7, Walt Whitman Hotel
New Mexico—Albuquerque, March 8, Alvarado Hotel
New York—Syracuse, April 14, Hotel Syracuse
North Carolina—Winston-Salem, March 17, Robert E. Lee Hotel
Ohio — Mansfield, March 31, Mansfield-Leland Hotel
Oklahoma—Oklahoma City, March 31, Skirvin Hotel
Oregon—Portland, March 19, Hotel Benson
Pennsylvania—Altoona, April 5, Pen Alto Hotel
South Carolina—Columbia, March 15, Columbia Hotel
South Dakota—Huron, June 23, Marvin Hughitt Hotel
Tennessee—Nashville, March 22, Andrew Jackson Hotel
Texas—Austin, March 8, Hotel Commodore Perry
Utah—Salt Lake City, June 18, Hotel Utah
Virginia—Richmond, March 19, Hotel Jefferson
Washington—Seattle, March 17, Benjamin Franklin Hotel
West Virginia—Huntington, March 26, Frederick Hotel
Wisconsin—Milwaukee, April 14, Plankinton Hotel
BMI clinics in Canada: Vancouver, B. C., March 15; Hamilton, Ont., April 12; Winnipeg, Man., June 7; Regina, Sask., June 9; Edmonton, Alta., June 11; Amherst, N. B., June 14.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

1954 is a year-long Birthday Party in the Midwest Empire. This year is the 100th birthday of Omaha, and the 100th anniversary of the organization of Nebraska as a territory. Everybody in the nation has been invited to the party, and thousands are expected in Omaha for the many colorful pageants, sports events, cultural programs and historical displays. Naturally Big Mike and KFAB are playing an important part in the Centennial activities, just as they always play a big part in farming, industry, commerce and transportation in the vast Midwest Empire. Of course you are invited to visit the 1954 Centennial, to meet Big Mike, and to learn first hand more about one of the nation's great markets. Or you can get the Big Mike-KFAB story from General Manager Harry Burke or Free and Peters.

THE MIDWEST-EMPIRE STATION

1110 KC.

KFAB

50,000 WATTS OMAHA CBS RADIO

FCC INDICATES NEW LOOK AT MULTIPLE OWNERSHIP RULE

Commission denies Westinghouse petition for reconsideration of ruling last fortnight that WBC was in violation of the seven-station limit, but grants waiver of compliance for a 'reasonable period.'

CONSIDERED a prelude to a general review of the strict interpretation put upon the newly-effective multiple ownership rules in its letter to Westinghouse Broadcasting Co. a fortnight ago, FCC Friday (1) denied Westinghouse's petition for immediate reconsideration of the rules but (2) granted waiver of compliance for a "reasonable period of time."

Two weeks ago FCC informed Westinghouse Broadcasting that it was in violation of the new multiple ownership rules because three of the total 20 directors of parent Westinghouse Electric Corp. have minority interests in other radio-tv stations [B•T, Feb. 15]. The new rules, adopted last November and effective Jan. 2, limit a single entity to ownership in seven am, seven fm and five tv stations.

None of the three directors is on the board of Westinghouse Broadcasting, the FCC majority observed, but ruled the subsidiary firm must be considered "under common control" in the strict sense of the rules.

The interpretation was given by the Commission majority in a letter dated Feb. 10. It was in reply to a voluntary inquiry by Westinghouse in late January concerning the scope of the new rules.

The interpretation, considered extreme in dissents by Comrs. John C. Doerfer and George E. Sterling, was viewed in the industry as startling and not originally intended. How many other firms might be affected similarly, in view of their large boards and stockholdings, was not immediately known.

Meeting Still Stands

The waiver allows Westinghouse Electric to continue with plans for its annual stockholders meeting April 7 and to mail notices already approved by the Securities & Exchange Commission to more than 100,000 stockholders.

Informed sources at FCC indicated the reason the Commission did not reconsider its Feb. 10 interpretation outright was because Comrs. Frieda B. Hennock and E. M. Webster were not present when the Westinghouse petition was taken up. A full Commission is desired when "policy" considerations are reviewed, it was stated.

Comr. Doerfer in his dissent to the Feb. 10 letter felt the new rules would be invalid if the interpretation in the instant proceeding "would extend proscription against multiple ownership and control to a minute interest or influence of a stockholder, director or officer."

Comr. Sterling, however, voted to defer action "pending study of other situations which may come within the purview of the rules and the outcome of an appeal from the Commission's report and order adopting these rules now pending before the court" (Storer Broadcasting Co.).

Comr. Sterling concurred in Friday's order, "but still is of the opinion that the Commission should reconsider the impact of the rules and exempt the petitioner."

Concerning Westinghouse's petition for reconsideration of the Feb. 10 interpretation, FCC's order said:

We have studied the relief requested and the arguments adduced in support thereof. We are persuaded that petitioner should be accorded a reasonable time period before being required to achieve compliance with the applicable rules. The extent of the period will be determined after receipt of petitioner's estimate and supporting reasons.

Accordingly, it is ordered, that petitioner is granted a reasonable period of time before being required to achieve compliance with the rules in question, the duration of such period to be determined by subsequent Commission action on an appropriate request by petitioner. In all other respects, it is ordered that the petition is denied.

FCC's new multiple ownership rules, made final in late November, allow a single entity to "control" or have interest in no more than seven am, seven fm and five tv stations [B•T, Nov. 30, 1953]. The Commission subsequently proposed to boost the tv limitation to seven, but with the condition that not more than five stations be vhf, thereby allowing two additional uhf stations [B•T, Dec. 28, 1953].

Westinghouse Broadcasting operates WPTZ (TV) and KYW Philadelphia, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind. Firm seeks vhf ch. 8 at Portland, Ore., and vhf ch. 11 at Pittsburgh.

Westinghouse Electric directors involved are John Hall, John Schiff and Dillon Anderson.

Mr. Hall is director-vice president of Herald Traveller Corp., parent company of Fidelity Broadcasting Co., which in turn owns Matheson Radio Co., licensee of WHDH Boston and applicant for vhf ch. 5 there.

Mr. Schiff is 15% preferred stockholder in Transcontinental Properties Inc., parent firm of subsidiaries owning uhf tv stations WFTV (TV) Duluth, KETV (TV) Little Rock, Ark., KCTV (TV) Sioux City, Iowa, and WICS (TV) Springfield, Ill., plus WCVS Springfield.

Mr. Anderson is director-8% owner of Houston Area Tv Co., having 32% interest in a proposed merger for vhf ch. 13 at Houston, Tex., subject of a pending initial grant [B•T, Jan. 18].

Westinghouse asked the FCC to:

(1) Reconsider its order adopting the multiple ownership rules and make such revisions thereof as may be necessary or appropriate to avoid the apparently unintended application thereof to inconsequential and indirect interests of the nature described above; (2) reconsider the interpretation thereof expressed in its letter dated Feb. 10, 1954, to Westinghouse Broadcasting Co. Inc.; and (3) promptly enter an order granting Westinghouse Broadcasting Co. a waiver of the application of the multiple ownership rules, Secs. 3.35 and 3.636 in so far as the positions and/or interests of the three directors of Westinghouse Electric Corp. above described are involved, such waiver to be effective pending further order of the Commission.

In August 1948, when the Commission first proposed to change its multiple ownership rules, Westinghouse pointed out, FCC proposed to recognize minority holdings as distinct from total interest. A graduated limitation on station holdings was suggested, with standard holdings up to 14 stations and 10 television outlets specified.

The petition argued that Westinghouse Broadcasting and the members of its board, as well as Westinghouse Electric and its board members, "have relied upon the rules in existence prior to Jan. 2, 1954, and upon the assumption that the final rules, when promulgated, would conform to the rules proposed by the notice of Aug. 19, 1948."

The rules which became effective Jan. 2, however, "departed in at least three major respects from the rules proposed" in 1948, the petition alleged. The departures cited are:

(1) The number of stations in which an applicant or any of its stockholders, officers or directors might have a direct interest was reduced by 50%; (2) the rule abolished the proposed distinction between a minority noncontrolling interest and a full or controlling interest; and (3) according to the letter dated Feb. 10. 1954, from the Commission to Westinghouse Broadcasting Co. Inc. . . . the new rules also require taking into account of inconsequential and minor interests of directors (who are not parties to any application filed by Westinghouse Broadcasting Co.) of Westinghouse Electric Corp., although according to Comr. Doerfer's dissent, the result was not intended.

Comr. Doerfer's dissent, the petition notes, indicates "there is . . . at least substantial doubt as to whether the rules . . . are valid" if interpreted as set forth in the Feb. 10 letter.

Westinghouse Broadcasting should not be required to comply with said rules prior to their reconsideration by the Commission in appropriate proceedings or the judicial determination of their validity, the petition said, noting this suggestion by Comr. Sterling in his separate opinion.

Cites Hardships Involved

"In any event," the petition stated, "immediate compliance with the rules by Westinghouse Broadcasting Co. would impose substantial hardship upon Westinghouse Electric Corp., its sole stockholder." The petition cited the annual stockholders meeting set April 7 at Sunnyvale, Calif., and with approval of SEC the firm must mail on or about March 2 more than 100,000 notices and proxy forms relating in part to election of directors.

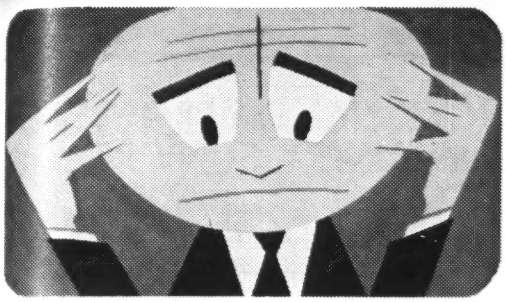
To substitute other directors, obtain SEC consent and mail notices would be "virtually impossible" at this time, the petition said.

The pleading also pointed out that the multiple ownership decision included a grandfather clause to protect those engaged in television hearings at the time. The clause would allow such an applicant, even though he held his tv station quota, to seek waiver in order to complete the hearing.

Westinghouse said it filed its original Portland tv bid in 1948 and has been through the ch. 8 contest there. Pending initial decision, the case took more than 60 hearing days with a record of over 8,000 pages. It was closed more than four months before the new ownership rules were adopted and six months before they became effective, the petition said.

Similarly, Westinghouse's tv bid at Pittsburgh has been pending since 1947 and still awaits hearing, the petition said, with considerable expense incurred to date.

VICE PRESIDENT Richard M. Nixon (r) receives the U. S. Capitol's first "Charter Freedom Scroll." With him is Edward F. Bartlet, Fiscal Assistant Secretary of the Treasury and national chairman of the federal employes' unit of the Crusade for Freedom's campaign for Radio Free Europe. The Vice President's signature headed a list of top government leaders who signed the scroll pledging support to raise $10 million for the continued broadcasts of RFE behind the Iron Curtain.



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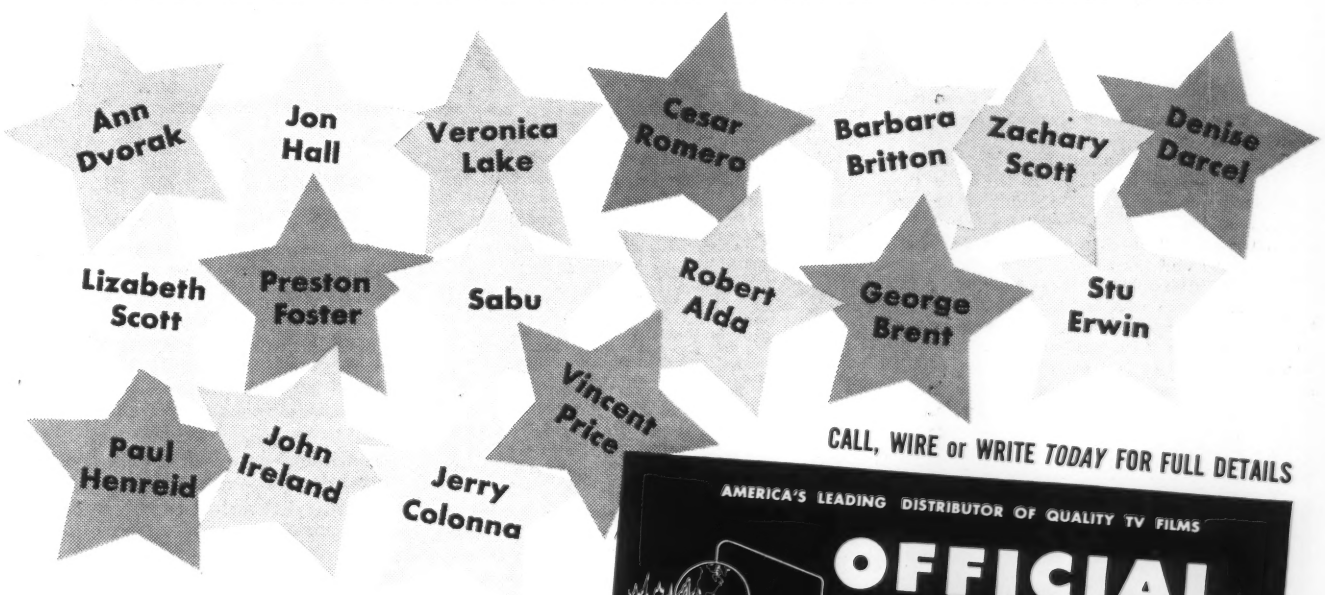

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Time Signal Rules

NOTICE of restrictions upon broadcast station use of the Naval Observatory time signals as well as those of the National Bureau of Standards was issued by FCC last week, the first such explanation since 1941.

Any station may rebroadcast the Naval Observatory signals, FCC said, subject to the following conditions: (1) Time signal must be obtained by direct reception from a Navy radio station; (2) announcement must be made without reference to any commercial activity, and (3) identification of the Naval Observatory as the source of the signal must be made by announcement substantially, "With the signal, the time will be ***, courtesy of the United States Naval Observatory." Schedules are available from the Superintendent, U. S. Naval Observatory, Washington 25, D. C.

Any station desiring to rebroadcast the time signals from the Bureau of Standards stations WWV or WWVH may do so subject to these conditions: (1) The use of receiving and rebroadcasting equipment which does not delay the signals by more than 0.05 second; (2) voice or code announcements on WWV or WWVH are not to be rebroadcast, and (3) announcement that the signal is a rebroadcast of a continuous service given by the National Bureau of Standards. Description of services available may be obtained from NBS, Washington 25, D. C.

Ike More at Home on Tv, Says Robert Montgomery

PRESIDENT Eisenhower is becoming more relaxed and more effective with each radio-tv appearance, according to Robert Montgomery, actor-producer serving as technical audio and visual advisor to the President.

Appearing on the NBC Radio *Report From the White House* (Wed., 10:30-10:45 p.m.), Mr. Montgomery said he is working from one to six days weekly without pay. He has a White House office.

He denied he is a director on the radio-tv broadcasts, saying his duty "is to make the President as comfortable as possible so he can succeed in displaying his own personality, his own attitudes and his own movements in whatever he says and does."

Panel members were Ray Scherer, NBC White House reporter, moderator, flanked by Merriman Smith, UP White House reporter, and Ned Brooks, NBC analyst.

Mr. Montgomery said more and more people in public life make a serious mistake in air appearances, talking to a mass audience instead of an intimate group. "Actually, they are not talking to a mass audience," he said. "They are only talking to a maximum of four or five people and these people are sitting in a home. So the approach is not that of a man talking to Madison Square Garden filled with 25,000 people, but that of a man having a conversation in somebody's home."

Asked about his recent appearance at Presidential news conferences, Mr. Montgomery said it could not be interpreted as an indication these sessions might be telecast or broadcast. He explained he merely was watching how the President expressed himself and studying his mannerisms so he would not hamper them in arranging an air appearance.

COMMENTS ON FUNCTIONAL FM PROPOSAL INDICATE GENERAL INDUSTRY SUPPORT

However, Storer fears rule may pave way for pay-to-receive radio and tv contrary to American way of free service to all.

GENERAL industry support appeared last week in comments filed at FCC on its proposal to legalize functional fm operations in an effort to give fm an economic hypo, but with one exception.

Storer Broadcasting Co., multiple am-fm-tv station operator, feared the rules changes would open the way for pay-as-you-listen radio and pay-as-you-see tv, termed contrary to the American way of broadcasting—free service to everyone.

American Civil Liberties Union, CIO, Transit Riders Assn. and other nonbroadcast interests, including telephone and petroleum groups who are extensive nonbroadcast radio users, protested the fm proposal on various grounds.

In its last major action of 1953, FCC proposed the rules changes to allow fm stations to engage in functional music and similar operations in addition to their regular broadcast programming, using both simplex and multiplex transmission. Minimum operating hours also would be relaxed [B•T, Jan. 4, 11 (text) et seq.]. With deadline for comments last Monday, replies are due this Thursday.

NARTB said it "welcomes the proposed extension of the rights of broadcasters to engage in new developments of the broadcast art" and felt finalization of the proposal "will facilitate more complete utilization of the 88-108 mc band than is possible under current rules."

The change "may be expected to contribute to the development of a more secure financial base of operation of fm broadcasting stations," NARTB asserted.

Storer's petition, however, contended:

Storer's Viewpoint

As a matter of general policy and conviction, Storer is not in favor of any proposal which will tend to undermine the traditional foundations of broadcasting in the United States—namely, that no charge is made to any listener for the right to receive any broadcast program; that broadcast stations must serve the general public interest, not the specialized interests of small segments of the public; that broadcast stations are not common carriers; and that the business practices and rate schedules of broadcast stations are not subject to regulation by the Commission.

Noting the proposal concedes specialized fm operations would not be truly "broadcasting," Storer warned:

The adoption of this proposal could be the opening wedge for conversion of all broadcast bands to nonbroadcast uses and for common carrier type regulation of broadcast stations. The only justification shown by the Commission for its proposal is that it will enable fm licensees in part to alleviate their financial difficulties. This same argument, if accepted in this proceeding, would furnish an equally strong argument for conversion of the am radio band, the vhf television band and the uhf television band to nonbroadcast uses, such as pay-as-you-listen radio or television services or theatre television.

The Commission already has before it petitions proposing that uhf stations be permitted to provide a subscription television service, alleging economic grounds as the basis for this proposal.

While most petitioners generally favored the fm proposal, some argued for no restrictions on either simplex or multiplex transmission, while others contended only multiplexing should be permitted as the general public is entitled to program service at all times. Latter view was stressed by Music Craftsmen of Los Angeles, functional music firm which has contract with KUTE (FM) Glendale, Calif. Petition said functional music business saved KUTE from liquidation.

Technical presentation in support of the proposal was submitted by Multiplex Development Corp., reciting success of tests on Rural Radio Network and WWDC-FM Washington.

WWDC-FM took issue with FCC's finding that functional music is not "broadcasting" within meaning of the Communications Act, but supported the proposal generally.

Joseph Brenner, Beverly Hills radio-tv attorney, supported plan but asked that no restrictions be placed on the type of secondary services that might be rendered, noting it could be approved on a case-to-case basis. KFMU (FM) Glendale, Calif., expressed like view.

Others supporting proposal in general included: WGHF (FM) New York; WGMS-AM-FM Washington; Field Enterprises Inc.'s WFMF (FM) Chicago; Everett L. Dillard's WASH (FM) Washington, who suggested noncommercial educational channel for local schools could be multiplexed on signal of high power commercial outlet, saving costs for schools and aiding commercial outlet; WPEN-AM-FM Philadelphia; WHBL-AM-FM Sheboygan, Wis.; KXKX (FM) San Francisco; WRBS (FM) Bay Shore, N. Y.; WLRD (FM) Miami; WJAS-FM Pittsburgh; McClatchy Broadcasting Co.'s KFBK-FM Sacramento, KERN-FM Bakersfield and KBEE (FM) Modesto, all Calif.; WJTN-AM-FM Jamestown, N. Y.; WXHR (FM) Cambridge, Mass.; KSJO-AM-FM San Jose, Calif., and Haley, Doty & Schellenberg for several fm stations.

WHOM-AM-FM New York and Richard G. Evans, Wilkes-Barre, Pa., asked for additional time to file data. Mr. Evans, "as the originator of transitcasting and a major contributor to Salescasting (storecasting)," indicated he had considerable pertinent information in preparation.

Others opposing proposal were U. S. Independent Telephone Assn. and Central Committee on Radio Facilities of the American Petroleum Institute, who termed the change a reallocation proceeding, noting "nonbroadcast" facets of the proposal and their own needs for channels.

Franklin S. Pollak and Guy Martin, attorneys who featured in original court litigation contesting transit radio on WWDC-FM Washington, tendered detailed petition protesting proposal to authorize transitcasting.

Comments Filed on FCC's Remote Pickup Proposal

GENERAL industry support appeared last week in comments tendered to FCC on the Commission's notice of further proposed rulemaking to furnish improved auxiliary broadcast facilities for television remote pickup, relay and other purposes [B•T, Dec. 14, 1953]. Changes in Part 4 of the Commission's rules on auxiliary channels first were proposed in late 1952.

Restrictions on use of certain non-exclusive channels were considered possibly too strict by NARTB, NBC and DuMont, particularly in major cities and as the art grows. Problems in back-to back programming and multiple-hop relaying were noted when a station is limited in use of auxiliary channels.

Haley, Doty & Schellenberg, counsel for a score of tv stations, commended elimination of a fixed table of auxiliary channel allocations, observing that varying program needs in different areas calls for assignments on a case-to-case basis.

Lee Favors 'Hands Off' Policy on Commentators

Commissioner tells New England AWRT chapter that the FCC must 'lean over backward' not to violate the provisions of free speech.

HANDS off commentators. That's the attitude of FCC Comr. Robert E. Lee.

No matter how biased a commentator appears to be, his right to voice his opinions should not be challenged, the recently-confirmed FCC Commissioner told the New England Chapter of American Women in Radio & Television Feb. 13 in Hartford, Conn.

FCC COMR. Robert E. Lee is greeted by Florence F. Grady, chairman of the New England Chapter, American Women in Radio & Tv, at conference held in Hartford, Conn., Feb. 13-14. Mrs. Grady is radio-tv director of Randall Co., Hartford.

"Broadcasting is part of the free enterprise system," Mr. Lee said, "and free speech is part of free enterprise."

Mr. Lee, former FBI agent and investigator for the House Appropriations Committee, pointed to the Communications Act which forbids censorship by the FCC. He also added that the Constitution protects free speech. Thus, he said, the Commission and individual commissioners have to "lean over backward" not to violate these provisions.

'Reasonably Good Taste'

The only restraints, Comr. Lee agreed, were that the comments should be "in reasonably good taste." There are the laws of libel and obscenity that must be observed, he said.

Communists on the air? Absolutely not, Mr. Lee firmly told B•T. "That's an overdose of tolerance."

Questioned by B•T about the Commission's long-term policy that broadcasters must give both sides of any controversial question, Mr. Lee said that he thought that was a good policy. However, he said, he would hesitate to enforce it on individual cases. That's a decision for the station manager, he said. The question of fairness comes up at renewal time, he recalled, when the Commission judges the overall operation of a station.

Mr. Lee told the 80 AWRT delegates at Hartford's Bond Hotel that self-regulation was good business. The public soon recognizes when a station is unfair or exceeds the bounds of good taste, he said, and loses its confidence in the station.

Some of Comr. Lee's critics have averred that he intended to crack down on the so-called liberal commentators on the air. Objectors to Comr. Lee's nomination made much of his friendship with Sen. Joseph R. McCarthy (R-Wis.), although the subject of Comr. Lee's attitude toward commentators was not brought up at the Senate Commerce Committee hearings on his confirmation, or mentioned during the floor debate.

WPRO-TV Turns Tables, Protests WNET (TV) STA

IN A turn-about action, WPRO-TV Providence, which has been withheld from operation on vhf ch. 12 because of an economic protest filed by WNET (TV) Providence last October [B•T, Oct. 5, 1953], last week protested FCC's grant of a special temporary authorization to WNET for interim operation on uhf ch. 16. WPRO-TV asked FCC to set aside the STA or stay it pending disposition of a formal protest WPRO-TV intends to file.

WPRO-TV, which received a grant Sept. 2 and an STA Sept. 23 but was withheld from its proposed Oct. 15 interim operation by the WNET petition [B•T, Oct. 12, 1953], claimed it will be injured economically by direct competition if WNET is allowed operation under FCC's Feb. 3 grant of the STA. WPRO-TV's operation was postponed by FCC and its case was subject of an economic protest hearing which began Nov. 18 under Sec. 309 (c) of the Communications Act.

In its petition last week, WPRO-TV said WNET had delayed and shown lack of diligence in construction, that WNET's request for the STA did not comply with provisions of Sec. 1.324 of FCC's rules, that the grant was "arbitrary and capricious" and that FCC policy was violated in the grant to WNET of additional time for construction.

WNET in its petition last October under Sec. 309 (c) of the Act charged the ch. 12 grant was illegal. The WPRO-TV grant had been made after a merger agreement among three competing applicants [B•T, Sept. 7, 1953].

WNET's request for the STA contemplated operation about March 1 from studios at its transmitter site at Rehoboth, Mass., "four or five miles away from city limits of Providence."

FCC Grants Dismissal Of WCAV Transfer to WRVA

WCAV Norfolk and WRVA Richmond, Va., last week were granted FCC permission to drop a proposed transfer of the Norfolk station to WRVA. WCAV had been granted involuntary assignment of license Feb. 3, 1953, to Morris D. Schwartz, executor of the estate of the late Joseph Light, who died Dec. 16, 1952.

After a deal transferring WCAV's license to WRVA had been drawn up April 21, 1953, WTAR Norfolk and WGH Newport News had protested. They claimed overlap of WRVA's signal in the WCAV service area, asking that the case be set for hearing. A hearing order was issued Jan. 20 by FCC. WCAV notified it was cancelling the contract Jan. 22 in line with a contract clause based on possibility of a hearing. The litigation and excitement have caused serious personnel problems, WCAV said in the joint plea for dismissal without prejudice.

FCC GRANTS THREE NEW TV PERMITS

Permits awarded at Clarksburg, Wilmington and Modesto. Initial decisions finalized for Stockton and Elyria.

FIRST vhf station for Clarksburg, W. Va., and second vhf outlet for Wilmington, N. C., were among three new television permits issued by FCC last week. Orders also were issued to make final earlier initial decisions to grant new stations at Stockton, Calif., and Elyria, Ohio.

MR. HOFFMAN

Non-hearing grants included: Vhf ch. 12 at Clarksburg to Ohio Valley Broadcasting Corp. (WBLK); vhf ch. 3 at Wilmington to Wilmington Television Corp., and uhf ch. 14 at Modesto, Calif., to KTRB there.

Orders making final earlier initial decisions were issued for vhf ch. 13 at Stockton to Radio Diablo Inc., headed by radio-tv manufacturer H. Leslie Hoffman, who is also a major tv advertiser, and for uhf ch. 31 at Elyria to WEOL there.

Radio Diablo operates KSBR (FM) San Bruno, whose 3,850-ft. mountain-top site will be used for the new ch. 13 tv outlet, which will serve the San Francisco-Oakland area as well. Also part owners are principals in Eitel-McCullough Inc., tube manufacturer.

Stockton's ch. 13 grant was made possible by withdrawal of a competitive application by KXOB there, whose principals acquire option for 10% in Radio Diablo [B•T, Jan. 25].

Sole Bidder

Grant of ch. 31 to WEOL Elyria was facilitated by the withdrawal of the *Lorain* (Ohio) *Journal's* competing bid. Ch. 14 grant to KTRB Modesto was made possible by drop-out by Ralph M. Brown.

Wilmington Television was sole bidder for ch. 3, newly allocated to the city where vhf ch. 6 earlier was awarded for WMFD-TV.

Clarksburg's ch. 13 grant to the licensee of WBLK was made possible by dismissal of a competitive application by WPDX there, which was reimbursed $14,000 for expenses.

Comr. Frieda B. Hennock issued a strong dissent in the Clarksburg case, citing concentration of control of the mass media of communication because of Ohio Valley's multiple newspaper and radio interests in the area. Ohio Valley is a subsidiary of News Pub. Co., which controls more than a dozen papers, five radio stations and WTRF-TV Wheeling.

In other television actions, FCC designated for hearing in Washington on March 19 the vhf ch. 7 contest for Wausau, Wis., and vhf ch. 7 contest for Omaha. Wausau applicants include WSAU and Wisconsin Valley Television Corp. Contestants at Omaha are KFAB and the Harald Corp.

FCC also advised Harold C. Burke, permittee of uhf ch. 21 WWLA (TV) Lancaster, Pa., and Cleveland Broadcasting Inc., permittee of uhf ch. 65 WERE-TV Cleveland, that their applications for additional time to complete construction of the stations "cannot be granted on the basis of present showing." Comr. Hennock dissented in both instances.

Rep. St. George Enters 'Strike It Rich' Fray

Congresswoman says she expects to introduce bill this week to apply federal controls to funds solicitation by radio and tv programs.

A FLARE set off over the radio-tv show, *Strike It Rich,* by the City of New York has rocketed through the state legislature and into the U. S. Congress.

Rep. Katherine St. George (R-N. Y.) said Wednesday she expects to have a bill ready for the House hopper this week.

Mrs. St. George, who represents the wealthy Tuxedo Park section of upstate New York, says she does not want to be misunderstood. "I am not attempting to get rid of the program but I want to get rid of the panhandlers."

New York City Welfare Commissioner Henry L. McCarthy, who termed the show "a national disgrace" and would have the program licensed by his office, initiated the attack on the program, asserting 55 families had come to New York in search of "easy money" on the program and ended up on relief [B•T, Feb. 8 et seq].

Six Years' Service

The Congresswoman, who has six years service in the House, said the bill would deal with the solicitation of funds by radio-tv programs. The legislation was being drafted last week.

She said the problem in preparing the legislation is not to make it "too restrictive," for example, in interfering with program content. The aim, she indicated, would be to place federal control on funds solicitation over the airwaves.

Mrs. St. George said it was difficult to keep the area covered by any such bill within bounds, asserting she was not against the giveaway program in principle because many such programs are "clean fun" compared to just plain "tear jerkers."

The Congresswoman also disclosed her office was working in conjunction with the New York State Legislative Investigating Committee that has been looking into the solicitation of the public by charitable organizations.

It has been disclosed that the books of the program, sponsored by Colgate-Palmolive Co. on CBS-TV Monday-Friday, 11:30 a.m. to noon, and Wednesday, 9-9:30 p.m. and on NBC Radio, Monday-Friday, 11-11:30 a.m., are in the hands of the state investigating group [B•T, Feb. 15].

Rep. St. George said a New York colleague in the House, Rep. Jacob K. Javits (R-Lib.) was working on similar legislation dealing with funds solicitation through the mails. She indicated the plan was to have her bill and Rep. Javits' legislation introduced "simultaneously."

In talking to B•T about *Strike It Rich* Rep. St. George criticized what she said was the practice of placing U. S. armed forces personnel on the program. She said "our servicemen are well taken care of" and did not need the type of help solicited by the program.

Earlier, Mrs. St. George told newsmen in New York that her interest in the *Strike It Rich* dispute stemmed from the case of George C. Poper. Mrs. Ethel Schnell, a New Yorker, telephoned the program and reportedly offered a home to his wife and four children, who were described on the radio as destitute.

Two days after the family moved into a house provided them by Mrs. Schnell, New York State police arrested the contestant as a fugitive from justice in Texas. Mrs. Schnell, the Congresswoman said, telephoned the program (*Strike It Rich*) asking for aid but a program spokesman refused to discuss the matter. Mrs. Schnell then appealed to the Rockland Voluntary Aid Society, according to Mrs. St. George, and was sent $250 to tide her over until the Poper family could be sent to the home of Mrs. Poper's mother.

'Strike It' Stricken

A CHARGE of news consorship was leveled last week by a spokesman for the producer of the *Strike It Rich* program against the Providence *Journal-Bulletin* (owner, WPJB-AM-FM Providence) for adopting a "policy" of dropping the program from its radio-tv log listing. The newspaper said it was announcing the policy because of public attention called to "certain radio and television broadcasts which deliberately exploit human want and misery for commercial gain."

The program (on both NBC Radio and CBS Television) has been under fire from the New York City welfare commissioner, is being probed by a state investigating group and has become an issue on Capitol Hill (see adjacent story).

The Providence paper describing that show and two others as "so-called 'agony programs' " said it also was dropping its listings of NBC Radio's *Welcome Travelers* (Procter & Gamble, Monday-Friday), and NBC-TV's *On Your Account* (also P & G for Tide, Monday-Friday).

The policy statement also said, "It should be understood that we are not attempting to censor the general content or format of any radio or television program. These are matters of individual taste and preference." Sidney J. Duboff, public relations director, Walt Framer Assoc., the *Strike It Rich* producers, asserted the paper's action of deleting "news" constituted "complete censorship" despite the disavowal of any such intent.

FCC Upholds Interim Grant Of WORD-TV Paris Mt. Site

Commission dismisses protest of WSCV (TV) Spartanburg, S. C. Still other protests pend.

RIGHT of WORD-TV Spartanburg, S. C., to begin vhf ch. 7 operations on an interim basis from Paris Mt., six miles from Greenville, S. C., was upheld last week by the FCC when it dismissed a protest from uhf ch. 17 WSCV (TV) Spartanburg, S. C. [B•T, Feb. 8]. However, other complaints pend.

Commission said its special temporary authority for WORD-TV to begin operating from the Paris Mt. site met all criteria for separation and signal strength over the principal city, as it found when it granted the request originally [B•T, Feb. 1]. It also said that WSCV's allegations of injury were "so conjectural and speculative as to provide no sound basis for a finding of the existence of such injury. . . ." Since WSCV did not object to the original grant, the Commission said it could not find any grounds for permitting it to object to the STA.

WORD-TV's grant to begin operations from the old WFBC-FM site is still under fire. Protest by uhf ch. 40 WAIM-TV Anderson, S. C. [B•T, Feb. 15] was augmented last week by an additional petition asking for a temporary stay and a hearing on the STA grant.

WAIM-TV, which holds a CBS affiliation cancelable on six months notice, not only claimed economic injury in that it would lose its CBS affiliation, but also questioned WORD-TV's financial ability to construct an interim Paris Mt. station and its permanent facility on Hogback Mt. It charged that WORD-TV's move to Paris Mt. was occasioned by the necessity to eliminate overlap with WBTV (TV) Charlotte, N. C., in order to secure the CBS affiliation. WBTV is a CBS affiliate. WORD-TV's affiliation with CBS has also been announced.

WAIM-TV said it had spent more than $200,000 in building the station and expects to invest $100,000 more. It also claimed that it already had lost more than $60,000 worth of business because advertisers were readying to give their business to WORD-TV.

Grant for interim operation by WORD-TV at the Paris Mt. site also has been challenged by Sen. Ed C. Johnson (D-Colo.) [B•T, Feb. 8].

S. F. CH. 2 RACE GETS NEW BIDDER

Ingrim, Pabst and Lubcke form new firm to seek the facility. General Teleradio has dropped its bid, but holds 40% option in new applicant.

WITHDRAWAL of General Teleradio Inc.'s KFRC San Francisco from the vhf ch. 2 contest in the Bay Area last week was accompanied by a new application for ch. 2 at Oakland, filed by San Francisco-Oakland Television Inc., in which General Teleradio holds 40% option [CLOSED CIRCUIT, Feb. 15].

San Francisco-Oakland Television is a new corporation which includes President-Treasurer and 47.5%-owner Ward D. Ingrim, executive vice president of Don Lee Broadcasting System, regional network and station operator owned by General Teleradio; Executive Vice President-Secretary and 47.5%-owner William D. Pabst, General Teleradio vice president and manager of KFRC, and 5%-owner Harry R. Lubcke, consulting engineer.

Would Sever Links

Messrs. Ingrim, Pabst and Lubcke propose to sever their present connections and devote full time to the proposed ch. 2 station, of which Mr. Pabst would be general manager. Main studios would be located in Oakland with the transmitter on Television Peak, San Bruno Mt., near the present site of KRON-TV San Francisco.

Mr. Ingrim, as Don Lee executive vice president, headquarters in Hollywood at General Teleradio's KHJ-AM-TV. He was assistant manager of KFRC before Army service in 1942. Mr. Lubcke became tv director of Don Lee in 1930 and built experimental tv station W6XAO for the network in 1931 at Los Angeles. W6XAO subsequently became KTSL-TV, then KNXT (TV), being sold to CBS.

Other ch. 2 contestants include KROW Oakland, Channel 2 Inc. (in which KLX Oakland has interest) and Television California, headed by oil man Ed Pauley.

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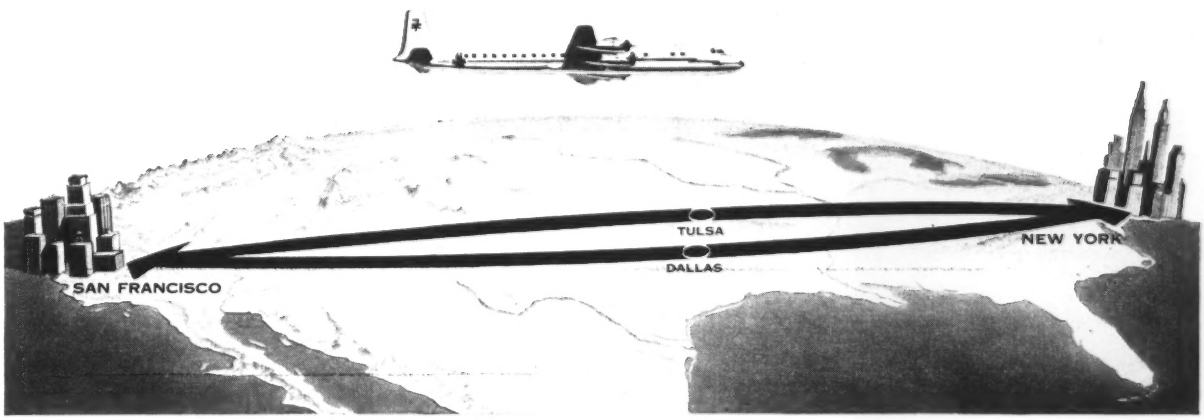

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the **SOUTHERNER** Flight		the **SOUTHERNER** Flight	
Lv. New York	9:10 am	Lv. San Francisco	11:55 pm
Ar. Dallas	1:05 pm	Ar. Dallas	6:30 am
Ar. San Francisco	5:00 pm	Ar. New York	12:15 pm

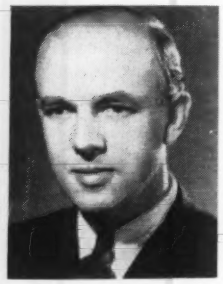
AMERICAN AIRLINES INC.

America's Leading Airline

FCC GRANTS NEW AM OUTLET TO BREMMER

After two years of litigation, Leroy Bremmer and wife get radio station permit in Atlantic City on 1490 kc with 250 w.

PERSISTENCE paid off last week for radio-tv engineer Leroy Bremmer and his wife after two years of litigation before FCC in which they personally prosecuted their own application for a new am station at Atlantic City on 1490 kc with 250 w fulltime.



MR. BREMMER

In a final decision which reversed the earlier initial ruling of a hearing examiner, the Commission majority voted to grant the new station to the Bremmers and to deny the competitive application of Press-Union Pub. Co. Last year, Examiner Hugh B. Hutchison recommended a grant to Press-Union and denial of the Bremmers on financial grounds.

In the same final decision, FCC granted improved facilities for WDAS Philadelphia, involving switch from 250 w on 1400 kc to 1 kw fulltime on 1480 kc.

The Commission majority ruled against Press-Union because of an "illegal" transfer of control in 1950 of now defunct WBAB Atlantic City, formerly assigned 250 w on 1490 kc. Press-Union's control had been sold for nearly $1 million to Bethlehem's Globe Pub. Co. without Commission consent, FCC said. Globe operates WGPA Bethlehem, Pa.

In the final decision, Comr. E. M. Webster dissented on the ground the Bremmer's Atlantic City Broadcasting Co. is not financially qualified, but the majority held otherwise despite a "close showing." The majority concluded "that the combination of available funds and extensive skills which the Bremmers can bring to this operation warrant the conclusion that they are financially qualified."

Beginning in 1918 as a wireless operator, Mr. Bremmer served with various radio stations as engineer and after World War II duty as lieutenant commander in the Maritime Service he was with KHUM Eureka, Calif.; KERB Kermit, Tex., and KRSC-TV Seattle (now KING-TV). He later was tv engineer for the UN, WABD (TV) New York and sales engineer for Langevin Mfg. Corp.

9 Radio-Tv Properties Involved in Transfers

NINE radio-tv properties were involved in last week's FCC approvals of several transfers including KATL Houston and WCKG (TV) New Orleans.

KATL was sold by Texas Broadcasters Inc. for $157,367 to broadcasters J. J. Paglin and S. W. Ray Jr. Messrs. Paglin and Ray are co-owners of WBOK New Orleans, WXOK Baton Rouge, La., and are part owners of WCNO-TV New Orleans and KAOK Lake Charles, La.

FCC approved a transfer of control of ch. 26 WCKG from F. L. Hargrove, to Pat Coon, Lester Kamin and Billy B. Goldberg, made possible by a cancellation of a prior agreement to purchase two-thirds interest. Messrs. Coon, Kamin and Goldberg are stockholders of WMRY New Orleans and KCIJ Shreveport, La. The Commission also granted WCKG six additional months in which to complete construction.

Other transfers receiving FCC approval were:

KGFW Kearney, Neb.—Transfer of control of Central Nebraska Broadcasting Corp. to Belle M. Thomas for $51,000.

KCLW Hamilton, Tex.—Assignment of license from Clyde Weatherby trading as Hamilton Broadcasting Co. to C. M. Hatch and Coy Perry for $35,000.

WSSB Durham, N. C.—Transfer of control of Public Information Corp. to Edgar L. Clinton and three others for $18,500 and assumption of indebtedness totaling $15,000.

KEEP Twin Falls, Idaho—Transfer of negative control of Radio Sales Corp. to H. W. Ireland for $11,800 and assumption of indebtedness of $431.

KMRC Morgan City, La.—Assignment of construction permit for new am station from A. A. Bensabat Jr., to Tri-City Broadcasting Inc. for $1,482 and stock interest in new licensee.

KTUE Tulia, Tex.—Assignment of construction permit for new am station from Clint Formby to Clint Formby and Marshall Formby doing business as Tulia Broadcasters for one-third interest in KSML Seminole, Tex.

KSML Seminole, Tex.—Assignment of construction permit from Marshall Formby to Marshall Formby and Clint Formby, doing business as Seminole Broadcasters for one-third interest in KTUE Tulia, Tex.

$325 Flat Fee Plan Evokes Opposition

Comments filed on the FCC proposal indicate resignation to the idea of a fee but disagree to its applying to all classes of stations and applications equally.

ALTHOUGH most of the comments among the first group received by the FCC regarding its proposal to charge $325 for each broadcast application [B•T, Feb. 1] are overwhelmingly opposed, a substantial number of broadcasters apparently feel resigned to the imposition of charges for FCC actions.

This was obvious when virtually all broadcasters aimed their most forceful dissents at the flat fee recommendations.

The Commission proposed the $325 figure to cover initial applications, modifications of construction permits, applications for licenses and for renewals. A smaller $50 fee was proposed for "minor" broadcast activities (mainly concerned with auxiliary equipment permits).

Consensus among broadcasters filing comments through late last week was that it was unfair to charge the same fee for a small, low-powered, daytime-only radio station in a community of 10,000 and for a multi-million-dollar tv outlet in a metropolitan area.

Also attacked in some instances was the proposal to charge the same $325 fee for initial applications and for modifications of grants or licenses and for applications for licenses or renewals. Suggestions ranged from a graduated fee to a single fee to cover application-grant-license.

A small number of non-commercial and educational stations appealed for exemption on the ground that the fee proposed would be onerous for eleemosynary broadcasters. A complaint along these lines also was filed in behalf of the Colorado State Patrol.

A number of comments were forwarded to the FCC by senators and congressmen. However, aside from the opposition of Colorado Democrat Sen. Ed. C. Johnson [B•T, Feb. 15], none took a stand one way or the other.

Fully half of the two dozen comments filed up to late last week were from amateurs protesting the $3 fee proposed for such applications. Many were in mimeographed form.

Deadline for comments is April 1. Broadcasters who filed reactions thus far were:

S. A. Cisler, KEAR San Mateo, Calif.; Joe Lawhon, WVOT Wilson, N. C.; R. P. Jordan, WDBJ Roanoke, Va.; Sam A. Burk, KIRX Kirksville, Mo.; R. H. Goodlette, WKIC Hazard, Ky.; O. Wayne Rollins, WJWL Georgetown, Del.; A. David Potter Jr., WNAE Warren, Pa.; John R. Pepper, WDIA Memphis, Tenn., and Ralph E. Hess, WFAI Fayetteville, N. C.

Non commercial broadcasters were:

Arthur K. White, WAWZ Zarephath, N. J.; Armand L. Hunter, WKAR-TV East Lansing, Mich., and George Jenning, WBEZ (FM) Chicago.

McLendon Asks Action On Baseball Protests

Trinity head tells FCC the nearness of the season necessitates decision. Yankees, one of three clubs assailing Trinity broadcasts last year, submits affidavit on such play-by-plays 'without authorization.'

WITH 1954 baseball season nearing, Gordon McLendon, operator of Trinity Broadcasting Corp. and its KLIF Dallas and KELP El Paso, Tex., last week requested FCC to act promptly upon the almost one-year-old protest by three major league clubs against Trinity's game re-creations.

MR. McLENDON

Meanwhile, one of the clubs, the New York Yankees, submitted affidavits to the Commission last week in support of its charge that Trinity illegally aired home-park games in 1953. The Yankees, the Brooklyn Dodgers and subsequently the St. Louis Cardinals protested in mid-season last year that Trinity broadcast "purported play-by-play" accounts of big league games "without authorization" [B•T, June 22, 1953, et seq.]. The complaints named Trinity's KLIF and KLBS Houston, latter now owned by Howard Broadcasting Co. after purchase late last year for $350,000.

Mr. McLendon's defunct fifth national network, Liberty Broadcasting System, earlier last year filed a $12 million damage suit against certain major league clubs, charging restraint and monopoly.

In his letter to FCC last week, Mr. McLendon pointed to business stories in B•T on signing of baseball broadcast sponsorships and indicated Trinity is entitled to its share.

The letter sad that "if Trinity refrains from broadcasting through Commission inaction, listeners in its area will be deprived of nighttime major league broadcasts since none are known to be contemplated by any other service." He declared that many other stations "throughout the country" are similarly affected.

Similarly, the Yankees asked for prompt FCC ruling "in view of the imminence of the 1954 baseball season." The team protested that the Trinity broadcasts were unfair competition with the clubs and the sponsoring firms to whom they had sold exclusive broadcast rights on other outlets.

Kilgore Backs Stand For Diversification

Senator expresses support of an article against common ownership of both radio and tv outlets in the same town.

SEN. HARLEY M. KILGORE (D-W. Va.) thinks the FCC should reverse its thinking on common ownership of radio and tv stations in a community.

He made this clear last week when he had reprinted in the Feb. 16 *Congressional Record* an article titled "Shall Radio Take Over Television?" The article, by Washington attorneys Henry B. Weaver Jr. and Thomas M. Cooley II of the law firm of Weaver & Glassie, was first printed in the April 1953 issue of the *U. of Pennsylvania Law Review*.

Essence of the article is that tv ownership should not be accorded radio owners in the interests of diversification of the ownership of media of communication.

Sen. Kilgore, a member of the Senate Appropriations and Judiciary committees, told B•T his interest in diversification had been aroused by a number of "monopoly situations" brought to his attention during the past few years.

The FCC's criteria seems to be, he said, that if a broadcaster applies for a tv station he should get it.

It is one thing, Sen. Kilgore said, for the Commission to make rules limiting the number of tv stations which may be owned by a single individual or company nationally, but it is another thing for the Commission to permit one man to own the only local newspaper, the only local radio station and the only local tv station. The latter is much more important to the people who live in that community.

No matter how non-partisan an owner strives to be, such a situation results in a one-sided presentation of news and issues, he said.

Competition Breeds Balance

Although it is possible a breakup of such a "monopoly" might result in several owners with similar views on issues, the very nature of competition, he said, breeds a more balanced presentation of these issues.

Sen. Kilgore, considered a member of the "liberal" wing of the Democratic Party, is a native of Beckley, W. Va., and is an attorney. He is serving his third term in the Senate. The Weaver & Glassie firm represents the Philco Corp. in Washington.

The question of diversification, which would react against broadcasters seeking companion tv stations, has been raised in few hearing cases since the tv freeze ended in April 1952. In none has the examiner's initial decision or the Commission's final decision denied a grant to an existing broadcaster on that account. In several instances, however, the FCC's Broadcast Bureau has filed exceptions to an examiner's initial decision on the ground he did not resolve the question of radio ownership and the Commission's "policy" of diversification. This reference is to a general attitude by previous Commissions that in comparative hearings ownership of one of the applicants by a newspaper should be viewed unfavorably —all other things being equal. At the beginning of this year 19.8% of the 2,600 am stations and 23.2% of the 550 tv stations authorized were owned, in whole or in part, by newspaper interests.

Obviously OUTSTANDING . . .

NAMED ALL-AMERICA CITY

Prosperous, dynamic Peoria has been named an "All-America City" of 1953 by LOOK Magazine and the National Municipal League. This distinction has been awarded for "outstanding citizen action," and reflects the devotion of a great many Peorians to the ideal of making the city a finer place in which to live.

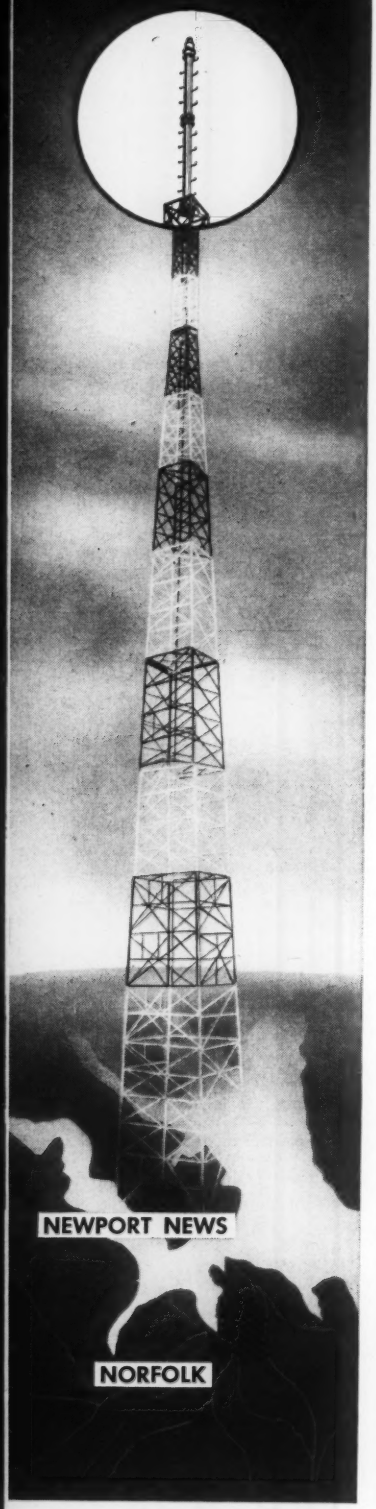
Peoria is the largest city in the State of Illinois outside Chicago. It leads all other Illinois cities in Population . . . Effective Buying Income . . . Total Retail Sales . . . and sales in all 5 store groups defined by Sales Management.

The one mass medium to reach the entire rich Peoria market and the closely integrated group of surrounding counties, is WMBD . . . the station that consistently delivers an average 50% share of the audience . . . more than the next two stations combined in every time period.

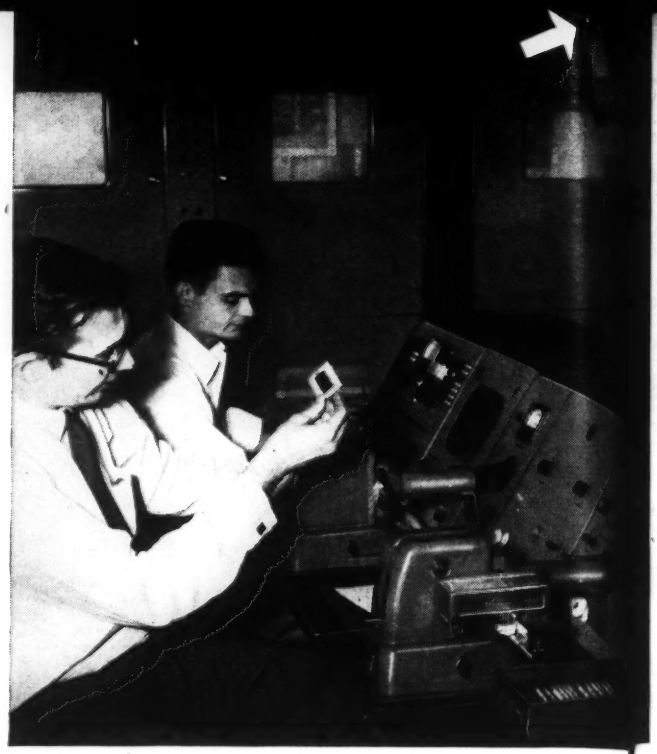
TO SELL THE HEART OF ILLINOIS, BUY WMBD!

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts



Located at the geographical hub of the Virginia Tidewater area, WACH covers its fast-growing market with a high-gain Federal UHF antenna supplied by Graybar. Delivering 20,900 watts of visual ERP at 351′, the antenna has a power gain of 24.3. The antenna power handling capacity is adequate when WACH increases power. Null fill-in eliminates close-in areas of low field strength.



Operations Manager Bradshaw and operator John Harris handle complete programming schedule with FTL Poly-Efex Scanner. Including two self-contained slide sources, a four channel video switcher and a special effects section, it provides a wide variety of presentations previously available only with additional specialized equipment. WACH's FTL-20B 1 kw UHF transmitter can be seen in the background. Note the suspended FTL monitor (arrow) which can be swiveled for multiple visibility in other sections of the studio.

"An initial investment of $135,529 in ... individual attention to our

"We selected Federal equipment for WACH-TV only after clear, cold professional analysis. Though products of all major TV equipment manufacturers were considered, Federal ranked at the top of the heap on the following points:

1. **long-range performance and ease of maintenance.**
2. **flexibility and adaptability to meet future expansion.**
3. **technical superiority and low-cost operation.**
4. **close local liaison with supplier representatives.**

"There in a few words is why we said 'make it Federal... via Graybar'."

GRAYBAR CAN SUPPLY COMPLETE TV OR AM STATION INSTALLATIONS—everything needed to put you on the air . . . and keep you there.

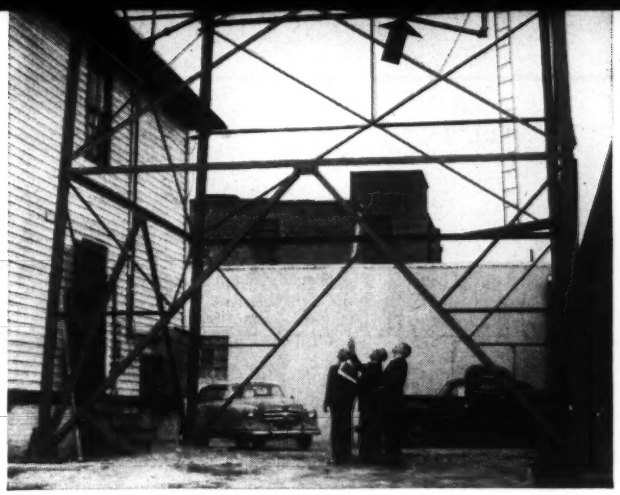
Experienced Graybar Broadcast Equipment Specialists will be glad to help you with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements.

Call Graybar *first* – get everything electrical when and where you need it ...*one* source, *one* responsibility.

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — AN IT&T ASSOCIATE

A COMPLETE TV PACKAGE . . . distributed by Graybar

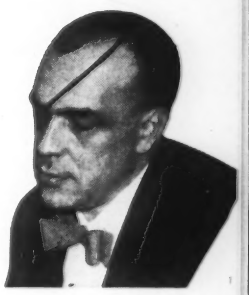
. . . manufacturers of TV station equipment.



▲ Working closely with Blaw-Knox engineers, Graybar supplied this 314′ tower specially designed to fit into the limited 26′ x 50′ area shown. Note unusual installation of Prodelin transmission line from second-story transmitter location to tower (arrow).

Tom Bradshaw, WACH Operations Manager loads General Precision Laboratories PA100A 16MM projectors. (Not shown is FTL image-orthicon film camera.) WACH offers a unique new-each-night, see-it-at-home film program consisting of 3 continuous showings of a news reel, short, cartoon and feature film. ▶

technically-superior equipment put us on the air small station needs sold us on Graybar"



—Frederic F. Clair, Station Manager
WACH-TV — UHF Channel 33
Newport News, Virginia

Graybar Representative Hugh Foster and Broadcasting Specialist E. C. "Tommy" Toms visit with Manager Clair. During installation of equipment at WACH, both were on hand 'round-the-clock to coordinate deliveries and aid station personnel in becoming familiar with new equipment.

"Modest first cost and future low overhead were keynotes in planning our facilities here at WACH. Our investment in a highly-integrated combination of technically-superior equipment illustrates this point. Though only the barest essentials were purchased, they were of highest possible quality to insure long-term performance.

"As WACH-TV operates night-time only and our AM affiliate WHYU daytime only, a major saving was made by using existing AM studio apparatus and studio facilities. Physical layout is such that future expansion to 10 kw will require no shifting or rewiring of equipment. Operating costs are under $75,000 per year... only 3 men suffice for full operation of our normal film-and-slide program schedule.

"During planning and installation stages, Graybar personnel provided invaluable assistance – their warm, careful and considerate personal attention went far beyond the requirements of the equipment supplied."

414-12

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR... via GraybaR

GraybaR ELECTRIC COMPANY, INC.,

Executive Offices: Graybar Building, 420 Lexington Ave., New York 17, N. Y. OFFICES AND WAREHOUSES IN OVER 110 PRINCIPAL CITIES.

INDUSTRY BACKS HIGHWAY SAFETY

Radio-tv delegates to White House Conference draw up program to support effort.

BROADCASTERS last week pledged to support the White House Conference on Highway Safety in its campaign to reduce traffic deaths. Over two-score radio and tv delegates attended the three-day Washington meeting that wound up Friday.

Under direction of NARTB President Harold E. Fellows and Ralph W. Hardy, government relations vice president, broadcasters held separate panel sessions at which they drew up a program designed to put the industry behind President Eisenhower's drive to halt the traffic menace.

NARTB will serve as a clearing house to coordinate program techniques and organizing methods. The coordination will bring state associations, women's groups and other specialized organizations into the campaign.

Each station will be asked to name a staff member as contact man for highway safety matters. Safety themes will be incorporated into sustaining and sponsored programs, with local emphasis. Stations will be expected to work with other media and organizations. Each state association is to volunteer its assistance to the governor.

Eisenhower Speech

In addressing the 2,500 delegates at the opening session President Eisenhower reminded that in the last 50 years the automobile has killed more people in the United States than have lost their lives in all wars since the republic was founded 177 years ago.

Among broadcaster delegates on the conference registration list were:

John A. Barnett, KSWS-TV Roswell, N. M.; William J. Beaton, KWKH Shreveport, La.; John Carpenter, KOIN Portland, Ore.; Joseph Close, WKNE Keene, N. H.; Ruth Crane, WMAL Washington; W. E. Debnam, WPTF Raleigh, N. C.; E. Dean Finney, WTWN St. Johnsbury, Vt.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Glenn Flint, WDAY Fargo, N. D.; Alice Friberg, WCYB Bristol, Va.; Michael R. Hanna, WHCU Ithaca, N. Y.; Robert Hanna, WGY Schenectady; Ann Holland, WBAL Baltimore; Cecil Hoskins, WWNC Asheville, N. C.; James Howe, WCTC New Brunswick, N. J.

Herbert L. Kruger, WTAG Worcester, Mass.; Mike Layman, WSFC Somerset, Ky.; Lester W. Lindow, WFDF Flint, Mich.; Mowry Lowe, WEAN Providence; Ben Ludy, WIBW Topeka; Gerald Lyons, DuMont Network; W. N. McKinney, KELD El Dorado, Ark.; Robert B. Macdougall, WATV (TV) Newark; Arch L. Madsen, KOVO Provo, Utah; C. Wallace Martin, WMSC Columbia, S. C.; Glacus Merrill, WHAR Clarksburg, W. Va.; Paul W. Morency, WTIC Hartford; Walter Patterson, WKHM Jackson, Mich.; Harry D. Peck, WISN Milwaukee.

Bryson Rash, WMAL Washington; William H. Rines, WCSH-TV Portland, Me.; William N. Rock, WBAL Baltimore; Robert A. Schmid, MBS; John D. Scheuer Jr., WFIL Philadelphia; Drue Smith, WAPO Chattanooga, Tenn.; R. H. Smith, WCYB Bristol, Va.; F. C. Sowell, WLAC Nashville, Tenn.; David Stickle, WMAR-TV Baltimore; Malcolm Street, WHMA Anniston, Ala.; P. A. Sugg, WKY Oklahoma City.

George W. Thorpe, WVCG Coral Gables, Fla.; Thomas A. Tito, WAZL Hazleton, Pa.; Merle H. Tucker, KGAK Gallup, N. M.; Arnold Wilkes, WBAL Baltimore; Earl W. Winger, WDOD Chattanooga, Tenn.; E. Newton Wray, KTBS Shreveport, La.; Jack S. Younts, WEEB Southern Pines, N. C.

Is Your Station in the Red—or is it Making the Profit it Should

Experienced radio-TV merchandising and advertising executive is seeking such a challenge either in TV or radio station or allied field. Reply in confidence. P.O. Box 857, Chicago 90, Ill.

ADVERTISING Recognition Week Proclamation is issued by Colorado Gov. Dan Thornton (l), to William Long (c), Colorado Press Assn. manager and chairman of Recognition Week activities, and Lee Fondren, president of the Advertising Club of Denver and national sales manager for KLZ there. Gov. Thornton's proclamation covered the week of Feb. 14-20.

POTTER GROUP MAY REVIEW RADIO-TV

Senate communications chairman says he expects to hold subcommittee meeting this week to set up agenda. Among issues facing the group is the license fee proposal and multiple ownership in tv.

THE POTTER Subcommittee on Communications is slated to hold an important meeting this week.

The huddle may well decide what future course will be taken this year in the Senate on a number of pending matters affecting the radio-tv industry.

This is the Senate unit headed by Chairman Charles E. Potter (R-Mich.). The group is responsible for communications legislation and investigation which come under the Senate Interstate & Foreign Commerce Committee.

The subcommittee was set up earlier in the month [B•T, Feb. 8]. Its members: Chairman Potter; Republican Sens. Andrew F. Schoeppel (Iowa) and Dwight Griswold (Neb.) and Democratic Sens. John O. Pastore (R. I.) and Lester C. Hunt (Wyo.).

To Outline Priority

Sen. Potter told B•T last week he expected to call an organizational meeting for this week. He indicated that at the meeting, the five members would study communications matters now pending and outline precedence.

Top matters which are bound to come before the subcommittee:

• Sen. Edwin C. Johnson's (D-Colo.) request that the Commerce Committee study FCC's license fee proposal [B•T, Feb. 15]. (For story on comments before FCC, see page 56.)

• A pending appearance by the FCC to discuss current problems [B•T, Jan. 18].

• Sen. Johnson's criticism of the seven tv station limitation proposal and along with this, Sen. George A. Smathers' (D-Fla.) demand that the Commerce group investigate multiple ownership in tv [B•T, Jan. 25, 18].

• Sen John W. Bricker's (R-Ohio) bill (S 2853) to clarify the so-called protest rule contained in Sec. 309 (c) of the Communications Act [B•T, Feb. 1]. This measure was offered at the request of FCC.

These four items tie in with the current status of uhf as compared to vhf, educational tv and FCC's tv application processing (including the rate of deciding competitive bids in hearing).

Sen. Johnson has indicated that he expects the Potter subcommittee to take up the matter of the license fee issue soon.

On the House side of Congress, a companion bill to Sen. Johnson's S 2926 that would permit FCC to charge "nominal" fees for station licenses, was introduced by Rep. Wayne N. Aspinall (D-Colo.) last Monday. It was referred to the House Interstate & Foreign Commerce Committee which at present is tied up with matters other than communications.

Rep. Aspinall told B•T he offered his measure after the Colorado State Patrol informed him of its protest against the FCC's proposal in that it would levy Federal charges against state-financed transmitting equipment.

La Crosse Firm Sells WKTY To Take Up WKBT (TV) Option

IN ORDER to exercise its option for 40% interest in the new vhf ch. 8 WKBT (TV) La Crosse, Wis., the La Crosse Tribune Co. has sold WKTY there for $90,000 to Herbert H. Lee and his wife, subject to FCC approval. Application was tendered at the Commission last week.

Ch. 8 was granted to WKBH La Crosse late last year after the proposed merger of the two competitors, WKBH and WKTY [B•T, Nov. 2, 1953]. Mr. Lee is general manager and part owner of KDHL Faribault, Minn., but is disposing of that interest (see FOR THE RECORD).

Mr. Lee plans to assume active operation of WKTY after FCC approval of the sale, according to Verl Bratton, vice president-general manager of La Crosse Broadcasting Co., WKTY licensee and newspaper subsidiary. Mr. Bratton has no future plans at this time, he indicated.

Folsom on Procurement Study

FRANK M. FOLSOM, president and a director of RCA, has been named a member of a special Hoover Commission task force to investigate government procurement methods. The announcement Friday by former President Herbert Hoover said the group would recommend methods of economy and in improving efficiency in government purchasing. Mr. Folsom also is a member of the Hoover Commission's committee on business organization of the Defense Dept. Chairman of the new group is Robert W. Wolcott, chairman of the board, Lukens Steel Co.

MR. FOLSOM

Four More Surrender CP's

A TOTAL of 50 post-thaw tv grantees have surrendered their authorizations to the FCC as of last week. Latest to drop out, chiefly for economic reasons, are:

KSPJ (TV) Alexandria, La., uhf ch. 62; KHTV (TV) Baton Rouge, La., uhf ch. 40; WHFB-TV Benton Harbor, Mich., uhf ch. 42; and KVIE (TV) San Jose, Calif., uhf ch. 48.

Buffalo Ch. 2 Proposed For Niagara-Frontier

The Buffalo vhf case had involved an inquiry into the good faith of Enterprise Transmission Inc. Grant is recommended after a merger.

WINDUP of the vhf ch. 2 case at Buffalo, involving FCC's inquiry into the good faith of Enterprise Transmission Inc., appeared near last week as Examiner Harold L. Schilz issued an initial decision recommending a grant of the channel to Niagara-Frontier Amusement Corp.

The examiner stated that despite "circumstantial evidence that the application of Enterprise Transmission Inc. may have been filed with the Commission for the purpose of delaying other applications," he "cannot find conclusively that such application was filed for that purpose or to be a 'strike application'."

The late filing of the Enterprise bid was questioned by the Commission because of its effect on a proposed merger of other ch. 2 contestants with Niagara-Frontier. Enterprise's "good faith" was put in issue when FCC designated Niagara-Frontier's bid for hearing, although Enterprise had subsequently dropped out [B•T, Dec. 14, 1953, et seq.].

Lone Survivor

In the merger proposal, Niagara-Frontier is sole surviving applicant but will give part ownership to former competitors Victory Tv Corp. and Niagara Falls Gazette Pub. Co. with the latter disposing of WHLD Niagara Falls. Niagara Frontier also would buy another ch. 2 contestant, WGR Buffalo, for $1.45 million from Leo Fitzpatrick and I. R. Lounsberry, all subject to Commission consent.

Referring to Enterprise, the examiner said:

> It seems quite possible that old business friendships between the strangers to this proceeding and intangible pressures possibly exerted between strangers to this proceeding may have entered into the filing and withdrawal of this application; but the examiner cannot treat such speculative circumstances as the giving of a direct or indirect consideration in the accepted legal usage of the term "consideration" as meaning a money payment or exchange of a similar thing of fixed value as having passed between or agreed upon to be passed from Frontier to Enterprise.

The ruling concluded that Niagara Frontier acted in good faith when it proposed to purchase the equipment of now defunct uhf ch. 59 WBES-TV Buffalo for some $500,000, which negotiations, no longer in force, "also incidentally resulted in the dismissal of the Enterprise application."

The examiner said the ultimate question is whether Niagara Frontier is qualified and he ruled affirmatively, noting "there has been no showing here of any deliberate or willful intent on the part of the applicant to pursue conduct that could be contrary to Commission policy or trend to subvert or circumvent the same."

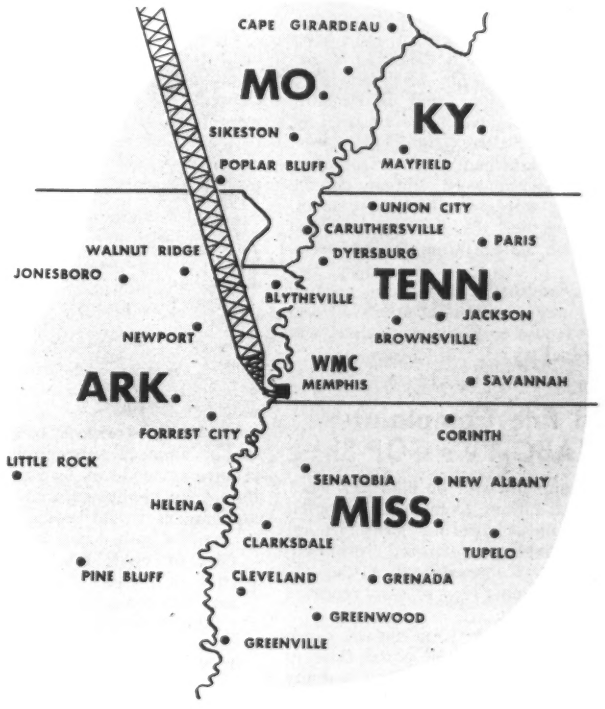
FCC Acts to End Repetitious Pleas

TO FURTHER cut down paper work in television and other comparative hearings before FCC, the Commission has amended its rules and practices to preclude repetitious pleadings. Effective Feb. 17, Sec. 1.730 of the rules is amended to require filing of oppositions within 10 days after petitions are filed in a case (no change) and replies to such oppositions within five days therefrom. No other pleadings may be filed unless (1) specifically requested by the Commission or (2) authorized by the Motions

there's a new look in Memphis radio to make listening better than ever

It's WMC's new half-wave radio tower producing 65% more efficiency

over the typical quarter-wave antennas operated by other stations in Memphis



FM day and night. Now 300,000 watts effective power, serving exclusively from Memphis over 70,000 FM sets in the Mid-South area with clear, high fidelity reception.

WMC MEMPHIS
NBC — 5000 Watts — 790 K. C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

The station that "sets the standard" for finer radio reception in the Mid-South.

Commissioner upon a showing of good cause.

Future notices of proposed rule making by the Commission in addition to specifying dates for filing comments and replies, will provide that no additional comments may be filed unless (1) specifically requested by FCC or (2) good cause for filing of additional comments is established. FCC ruled that requests for permission to file additional pleadings will be directed to the full Commission rather than to the Motions Commissioner.

FCC said the amendment of Sec. 1.730 does not alter the provision of Sec. 1.744 and 1.745 which apply to the Commission's motions practice and specify that actions on such motions may be taken four days after such motions have been filed with the Commission.

House Bill Would Allow Witness to Bar Radio-Tv

AN INFLUENTIAL GOP Congressman last week proposed that witnesses testifying before House committees be permitted "to decline to submit to radio, tv or motion picture coverage."

The Congressman is Rep. Hugh Scott (R-Pa.), former Republican National Committee chairman and currently chairman of a House Rules subcommittee that is studying the need for rules to govern the conduct of Congressional investigations.

The importance attached to the Scott proposal was that his measure embodying the suggestions, in the words of the Congressman, "mostly pulls together the best models and suggestions" which his subcommittee has "considered to date."

The Scott proposal (H Res 447), needing only House Rules Committee approval and passage by the House to become effective, was introduced Wednesday.

Ziffren to File Complaint Against KABC-TV's GOP Show

A FORMAL complaint will be filed this week with FCC by Paul Ziffren, Democratic National Committeeman and California party leader, against the Republican-sponsored program, *Washington Calling California*, on KABC-TV Hollywood [B•T, Feb. 15], it was reported last week.

Station Manager Frank King turned down a Democratic request for free equal time to answer the GOP program. Mr. King said the station would be discriminating if it gave Democrats free time equal to the Republican paid time and denied that the current NARTB code recommends against the sale of time for the discussion of controversial issues. Other station executives explained KABC-TV has a policy of charging for use of time and facilities for political broadcasts.

Plans Uhf 'Network'

PROPOSING a small-market uhf "network," Sarkes Tarzian, operator of WTTV (TV) Bloomington, Ind., has petitioned FCC to amend the allocation table so as to add uhf ch. 21 at Huntington, uhf ch. 23 at Anderson and uhf ch. 25 at Logansport, all Ind.; delete uhf chs. 61 and 51 from Anderson and Logansport, respectively; make substitutions at Madison, Connersville, South Bend and Lebanon, all Ind. Mr. Tarzian is to seek uhf stations at Huntington, Anderson and Logansport, programming them by microwave relay from WTTV, plus local shows, he told the Commission.

Tall Tower Study Unit In Membership Snarl

Air Force request for tower review deferred again. Broadcast industry wants representation in the project.

COMPOSITION of a committee to look into the "problem" of tall, guyed towers was holding up further moves last week in the proposed study by the Airdromes, Air Routes and Ground Aids subcommittee of the Air Coordinating Committee [B•T, Jan. 11 et seq.].

At the same time, an Air Force proposal that all applications for towers above 500 ft. in height be processed through regional and the Washington Airspace subcommittee [B•T, Feb. 8] was deferred again last week at the Washington committee's meeting, following a formal protest by NARTB.

In the AARGA committee's project, an attempt was made to formulate dual membership of the *ad hoc* committee to study marking and lighting requirements for tall towers and to recommend changes if necessary.

Plan, protested vigorously by the FCC member, was to comprise the working unit with aviation interests to make the study, then if changes in marking and lighting standards were found necessary, to add industry members on an associate basis. These would be broadcaster, tower, and equipment manufacturer representatives.

Membership Demand

The FCC is insisting that non-aviation membership be accorded representatives of broadcasting and allied industries at the outset.

NARTB's protest against the proposal which would to all purposes force the demise of "informal" approvals now practiced by Airspace regional subcommittees, made four points: (1) the amendment would serve no useful purpose; (2) it would unnecessarily increase the workload of regional and Washington airspace subcommittees; (3) it would require unnecessary expenditures of time and money by applicants, and (4) adoption of the amendment would indicate lack of confidence in regional subcommittees.

Gist of NARTB's argument was that all parties in interest had representation on regional subcommittees and any requirement that the Washington committee pass on applications was unjustifiable duplication.

It was understood that this was the same position taken by the FCC representative. The CAA's position was not disclosed, although its representative asked for a further postponement.

Short Tv Hearing

TO PROVE it could be done through cooperation of all participants, counsel for vhf ch. 8 at Petersburg, Va., last week concluded what is believed to be the shortest comparative television hearing yet held before an FCC examiner. In five days and less than 1,000 pages of official record, contestants WSSV Petersburg and Petersburgh Tv Corp. (WLEE Richmond) both presented their full cases and the record was closed. Case now is before Examiner Claire W. Hardy for initial decision. Leonard Marks, counsel for WSSV, and Harry Plotkin, representing WLEE, agreed no important points of their cases were left out.

JOHN G. LEITCH (r), engineering vice president of WCAU Philadelphia, receives an engraved silver platter from WCAU President Donald W. Thornburgh in recognition of Mr. Leitch's 25 years with the station.

► SPECIAL program honoring the 2,600 men and women of ASCAP on the 40th anniversary of its original organization dinner was presented Feb. 13 on ABC Radio's *Saturday Night Dancing Party* (8:05-10 p.m. EST). George Jessel appeared on the show to recount highlights of ASCAP's history and provided commentary on ASCAP songs.

►WHDL Olean, N. Y., celebrated 25 years of continuous broadcasting Feb. 1.

►KGO San Francisco celebrated its 30th anniversary during the week of Feb. 6-12. Two series of week-long programs were scheduled commemorating the occasion.

► DR. CHARLES E. FULLER, director of *The Old Fashioned Revival Hour* (ABC Radio, Sun., 4-5 p.m. EST), has begun his 30th year as a radio minister. Dr. Fuller launched *Revival Hour* in 1935, but had started broadcasting 10 years earlier.

►WWJ Detroit's *Minute Parade* celebrated its twentieth year on the air Feb. 1. A morning breakfast program, featuring recorded concert music, *Minute Parade* is said to be the oldest Detroit program to remain under the same sponsor since its inception.

DURING a special show marking the 30th anniversary of WGBF Evansville, Ind., Leal Weed (l), head of the Chicago office of Weed & Co., the station's national representative, steps up to the microphone to be introduced to the audience by General Manager Martin Leich.

This George-Washington-type ad is Symbolic, like a T. S. Eliot play, only lucider. Little G. W. represents a disproved concept of tv chopping away at Papa, who represents Guess What.

Papa is doing nicely, thanks. Little George, too, in his Non-Hatchetman role of visual Boon to his Countrymen.

Happy Birthday, George.

WMT AM & TV

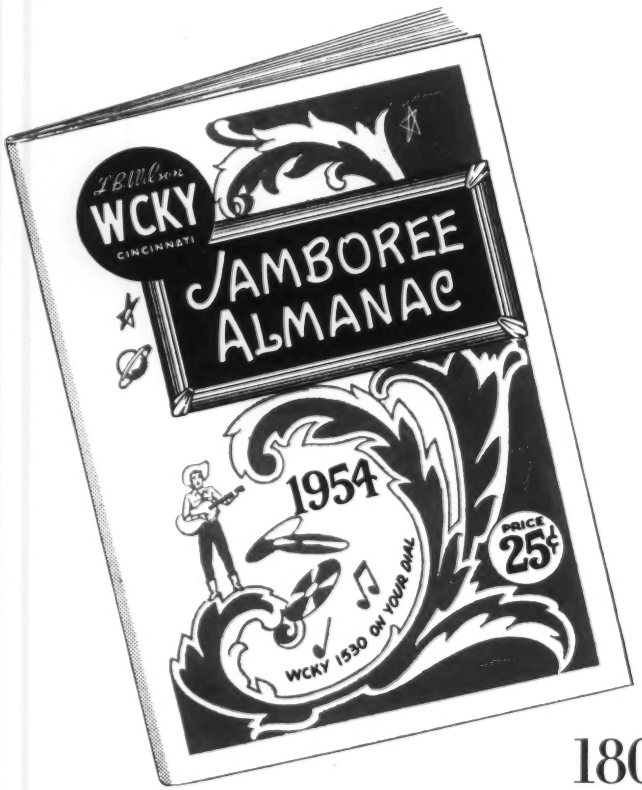
CBS for Eastern Iowa.

Mail Address: Cedar Rapids

Represented Nationally by The Katz Agency

THE LATEST
WCKY
STORY

The Price
For *Succes*



180,190
Listeners to WCKY

sent coin or stamps for their copies of the WCKY Jamboree Almanac in 2½ months. They came from

Every one of the 48 states

Canada . . . Newfoundland . . . Hawaii . . .
Haiti . . . Virgin Islands . . . Curacao . . . Jamaica . . .
B.W.I. . . . Bahamas . . . New Guiana . . . Cuba
Ireland . . . Sweden . . . Netherlands . . . Germany.

Would you like a copy too! We have a limited supply left.

WCKY . . . ON THE AIR EVERYWHERE ● TWE

ccess Ingredients
csful Advertising

Loyalty; WCKY listeners expressed their unswerving loyalty to "their" station—their feeling of closeness to the folks they hear each night, by sending for copies of the Almanac to get pictures and stories of their WCKY favorites.

Faith; WCKY's sales record for advertisers is phenomenal. Product acceptance is based on the faith these listeners have in WCKY's integrity, and its solid backing up of advertised products.

Coverage; WCKY has an average daily audience of 823,530 rural families in 13 Southern States . . . larger than any station covering the South.*

Low Cost; WCKY's low rate allows you to buy this audience at 6.1¢ per thousand . . . 34% lower than any other station in the South.

*Nielsen

BUY WCKY
With Fifty Grand in Selling Watts

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

WBTM-TV WILL BRING TV TOTAL TO 365

Uhf outlet to have started yesterday. Puerto Rico to get its first station March 1.

WBTM-TV Danville, Va., was scheduled to begin commercial operations yesterday (Sunday), giving that city its first local tv outlet. The uhf ch. 24 station is represented by George P. Hollingbery and will be the 365th video outlet to start regular operations.

Delayed many times by bad weather and equipment difficulties, WMGT (TV) Adams (Pittsfield), Mass. (ch. 74), is slated to begin programming soon. It has been on test patterns for two weeks.

WKAQ-TV San Juan, P.R. (ch. 2), first station there, is also airing test patterns and will be ready to go commercial March 1. It is represented by Inter-American with offices in New York City.

WNEM-TV Bay City (Saginaw), Mich. (ch. 5), started commercial operations Feb. 16, John H. Bone, general manager, reported. It is affiliated with NBC-TV and DuMont and is using a DuMont 5 kw transmitter. Representative is Headley-Reed.

KHOL-TV Dedication

Formal dedication ceremonies of KHOL-TV Holdrege (Kearney), Neb. (ch. 13), were held last week. The station started operations last month.

The following stations have reported they expect to begin regular operations by March 15:

WINK-TV Fort Myers, Fla. (ch. 11); WGOV-TV Valdosta, Ga. (ch. 37); WSJV (TV) Elkhart, Ind. (ch. 52); WINT (TV) Waterloo, Ind. (ch. 15); KVOL-TV and KLFY-TV Lafayette, La. (sharing time on ch. 10); WBOC-TV Salisbury, Md. (ch. 16); KDAL-TV Duluth, Minn. (ch. 3); WMUR-TV Manchester, N. H. (ch. 9); WTRI (TV) Schenectady, N. Y. (ch. 35); KCEB (TV) Tulsa, Okla. (ch. 23); WQED (TV) Pittsburgh (ch. 13), educational; WNET (TV) Providence, R. I. (ch. 16); KRGV-TV Weslaco, Tex. (ch. 5); WJPB-TV Fairmont, W. Va. (ch. 35); WDSM-TV Superior, Wis. (ch. 6); KFBC-TV Cheyenne, Wyo. (ch. 5); KULA-TV Honolulu (ch. 4); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2), San Juan, P. R.

(For details see TELESTATUS page 111.)

KVAL-TV Eugene, Ore., is scheduled to go on the air April 1. Here Robert Booth (l), president of Eugene Tv Inc., permittee, and Mayor Johnson of Eugene look over blueprints of KVAL-TV's 400-ft. tower.

40-Pound Cookie Jar

AN AMBITIOUS vandal climbed the 209-foot tower of KTRC Santa Fe, N.M., one night late last month and carried off the 40-pound glass shell that protects the aircraft warning light. This was discovered when an electrician climbed the tower to replace a supposedly burned-out bulb, but found it shattered and the protective shell gone. The unprotected, hot bulb probably shattered when hit by snow.

J. Gibbs Spring, KTRC owner, offered a $25 reward (no questions asked) for the return of the stolen prism. The glass shell was returned a week later and unconfirmed reports indicate that a youthful prankster climbed the tower, sawed the prism hinges and descended with the shell because he and his friends needed a cookie jar.

Mr. Spring noted that it took a person of unusual dexterity to descend the tower at night carrying the 40-pound shell. He said it will probably take some 400 feet of rope and a man with steady nerves to replace it.

Fetzer Pays $300,000 For KFOR-TV Lincoln

PURCHASE of KFOR-TV Lincoln, Neb., for in excess of $300,000 by the Fetzer Broadcasting Co., which only last summer bought KOLN-AM-TV that city for a total of about $650,000 [B•T, Aug. 24, July 20, 1953], was announced Wednesday by John E. Fetzer, president of the Fetzer firm, and James Stuart, president of the selling Cornbelt Broadcasting Corp.

The sale, subject to customary FCC approval, is part of a plan by Mr. Fetzer to transfer the KOLN-TV call letters to the ch. 12 KFOR-TV operation and increase its effective radiated power to the maximum permissible 316 kw. Mr. Fetzer contemplates disposing of the present ch. 10 KOLN-TV under duopoly regulations. The sale price does not include real estate but only KFOR-TV physical assets plus equipment.

Said to Be Unprecedented

The Fetzer purchase was said to be virtually unprecedented in television. Applications for transfer will be filed this week with the FCC by Paul O'Bryan of Dow, Lohnes & Albertson, Washington law firm.

Fetzer Broadcasting Co., owned 52% by Mr. Fetzer and 48% by his wife, Rhea H. Fetzer, vice president and secretary, also operates WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, while Mr. Fetzer is a minority stockholder in KXEL Waterloo, Iowa, and is vice president and 33⅓% stockholder in WMBD-AM-FM Peoria, Ill., an applicant for ch. 8 now pending initial decision.

Mr. Stuart said it is his wish to retire from television and devote his full time to KFOR-AM and other interests. KFOR-AM, an ABC affiliate on 1240 with 250 w, will continue and expand its policy of "fine programs and service to Lincoln," he said. Mr, Stuart is 89% owner of Stuart Investment Co., which owns Cornbelt Broadcasting Co. (KFOR-AM).

KFOR-TV's ch. 12 was granted in October 1952. Operation began May 31, 1953. KOLN-TV's ch. 10 also was granted in October 1952 and began operating Feb. 18, 1953. It was purchased by the Fetzer interests from Cornhusker Radio & Tv Corp. for $145,000 cash plus assumption of various obligations totaling about $500,000. FCC approved the transaction in August 1953. At the time of the 1953 purchase KOLN-AM-TV reported a total loss of $113,108.60 through the previous June.

Greenebaum Quits Tv Duties

MILTON L. GREENEBAUM, president and 66% owner of the Saginaw Broadcasting Co., (WSAM-AM-FM), which owns 33⅓% of WNEM-TV Bay City-Saginaw, Mich., has resigned as vice president and board member of North Eastern Michigan Corp., licensee of the tv outlet. He will be succeeded in the vice presidency by O. William Myers and on the board by Henry J. Freud and John Noonan, Detroit attorneys for Saginaw Broadcasting Co.

Rossiter Leaves WJTV (TV) For KBMT (TV) Managership

JOHN ROSSITER, general manager of WJTV (TV) Jackson, Miss., has resigned that post to become general manager of KBMT (TV) Beaumont, Tex., ch. 31 outlet currently under construction and expected to commence operations this spring.

MR. ROSSITER

Departmental executives at KBMT under Mr. Rossiter will include Frank Browne, commercial manager, and Frank Leins, chief engineer. Mr. Browne formerly was chief engineer of WJTV, and before that was with WBGE Atlanta. Mr. Leins formerly was remote crew chief for WMCT (TV) Memphis.

A General Electric 1 kw transmitter and five-bay antenna for KBMT have been delivered and will be installed shortly, Mr. Rossiter reported.

Principal owners of the station are Randolph C. Reed and N. D. Williams.

Mr. Rossiter, prior to his service with WJTV, was commercial manager of WICU (TV) Erie and, before that, of WIKK Erie.

XL Stations Prepare Workbook for Advertisers

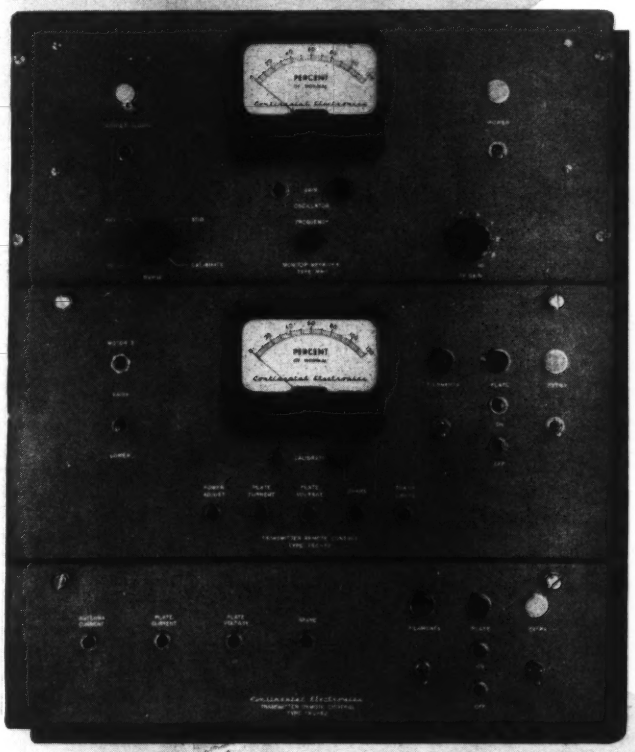
WORKBOOK prepared by Pacific Northwest Broadcasters as a "help" exclusively for advertisers on its stations (KXLF-AM-TV Butte, KXLJ Helena, KXLQ Bozeman, KXLL Missoula, KXLK Great Falls, all Montana, and KXL Portland, Ore.) tells them how, when and what to advertise.

In a foreword E. B. Craney, president, credits Advertising Research Bureau Inc. as providing basic facts on media impact which point to the need for radio advertising. He also cites his firm's research program carried on with retail firms in Oregon, Washington and Montana.

The booklet lists "helps" in advertising, a national average retail sales chart, Pacific Northwest monthly "percentage of business"

Pays for itself quickly with AM and FM operating costs saved

...the new *Continental* TRANSMITTER REMOTE CONTROL SYSTEM



Type MR-1 Monitor Receiver

Type TRC-S1 Remote Control Unit

Type TRC-S2* Remote Control Unit

Studio Assembly

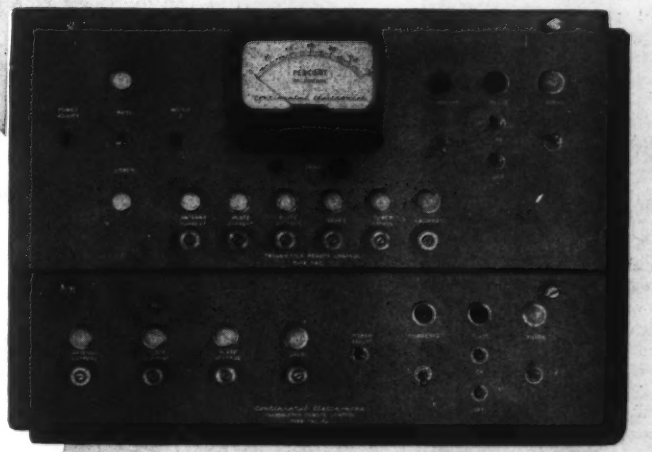
You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point . . . units below at transmitter site.

Outstanding Features

- **SIMPLIFIED OPERATION** with no telephone dials or charts.
- **FILAMENT AND PLATE CONTROL** by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- **OVERLOAD INDICATION** by supervisory light operated by a return signal from the transmitter.
- **MONITOR RECEIVER** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

Assembly at Transmitter Location

* TRC-S2 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.



Type TRC-T1 Transmitter Control Unit

Type TRC-T2* Transmitter Control Unit

Check the money-saving features of this new Continental equipment for your new or remodeled station. Call or write your Graybar Electronic Salesman for complete details.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. ★ Dallas 17, Texas

charts, the advertiser's own 1953 monthly "percentage of business" and "advertising" charts, a calendar of events planner for 1954 and the advertiser's own 1954 "advertising" chart.

KMPT (TV) Goes Into Receivership

KMPT (TV) Oklahoma City, uhf ch. 19, was operating under receivership last week following approval of its petition for reorganization under the bankruptcy laws.

Named as receiver for the station, which began commercial operation last November, was Everett Cotter, Oklahoma City. He was given to April 12 to submit a plan of reorganization to the court.

Petition for reorganization stated that the licensee, KLPR Television Inc., owed more than $250,000 which it was unable to pay.

Active management of the uhf ch. 19 station, DuMont-affiliated and with The Bolling Co. as national representative, was taken over by Gordon B. McLendon (KLIF Dallas), former president of the Liberty Broadcasting System. This was at the request of the receiver, it was reported. Mr. McLendon, according to reports, immediately discharged 37 employes, but rehired 11 at once.

Byrne Ross, who owns KLPR Oklahoma City, is the major stockholder of KLPR Television Inc.

As of last week, 49 post-freeze grantees had surrendered their CPs, of which 40 were uhf stations. Last year, KONA (TV) Honolulu found itself in difficulties, but the station was bought jointly by J. Elroy McCaw and John D. Keating (KPOA) and the *Honolulu Advertiser*-KGU [B•T, March 16, 1953].

WLIB Transmitter Inaugural

WLIB New York will inaugurate its new transmitter in mid-Manhattan by broadcasting a seven-day Festival of Negro Music and Drama starting yesterday (Sunday) and continuing through Saturday. During the period, WLIB will present 57 special broadcasts aimed at Negro audiences. Highlights of the festival are a *Gospel Train* program scheduled to be broadcast yesterday 7-10:30 a.m., directly from Harlem's Savoy Ballroom, and a *WLIB Jam Session* on Saturday, 3-6:15 p.m., which also will originate from the ballroom.

WHLI Ups Spot Rates

RATE CARD No. 6, representing an increase in spot announcement rates at WHLI Hempstead, L. I., effective April 1, has been announced by Joseph A. Lenn, vice president in charge of sales. He pointed out that since the last rate change seven years ago, the number of radio homes in WHLI's listening area had doubled and the station's share of audience had increased even more proportionately. Program rates will remain unchanged.

Kirsch Charges WTVI (TV) With Breach of Contract

HAROLD KIRSCH, former sales manager of WTVI (TV) Belleville, Ill. (St. Louis) (ch. 54), has filed a $50,000 damage suit in the U. S. District Court, East St. Louis, Ill., against Signal Hill Telecasting Corp., operator of the station, charging breach of contract.

Mr. Kirsch said that when he joined WTVI last March the company agreed to pay him $15,000 per year plus 2½% of gross local sales. The agreement was in written form, he said.

Paul Pelteson, WTVI president, said the first his company knew of the suit was when it appeared in the newspapers. "Mr. Kirsch resigned. In addition, he had no contract, no agreement, with us. We paid him $1,000 a month and I can truthfully say that he failed to perform."

Mr. Kirsch operated the Harold Kirsch Co., St. Louis advertising agency, for nearly five years before selling it to go with WTVI.

GET-TOGETHER after WLBK De Kalb, Ill., signs four Purina-Ralston Co. area dealers for its quarter-hour, six-a-week news, market and weather show for one year, includes (l to r): Seated—K. S. Albrecht, Ralston-Purina area representative; George C. Biggar, WLBK general manager; Elmer Brooke, Farmers Grain & Lumber Co., Sycamore; Herb Carroll, WLBK news director. Standing—John Kuenkel, Kirkland Coal & Feed Co.; Harold Floit and Frank Callahan, Callahan & Floit, De Kalb; Dick Meier, sales manager, and Bob Brown, program manager, both WLBK.

Kiss of Fire

IS TV more broadminded than the movies on the length of a kiss in public view? Jack Eigen, radio-tv personality, said he wanted to find out—and it cost him his Monday evening show on WBKB (TV) Chicago. Mr. Eigen bussed actress Cleo Moore (reportedly between three and seven minutes) after which hundreds of protesting phone calls and telegrams flooded the station. Executive Producer Grover Allen (with the approval of Sterling (Red) Quinlan, ABC vice president in charge of WBKB) wired Mr. Eigen about his dismissal citing the "extreme poor taste . . . [of the] kissing exhibition that under no circumstances can be considered acceptable tv fare in the homes of our viewers."

Anderson to Publicity Post

APPOINTMENT of William Anderson, press editor for WOR-TV New York for the past two years, as manager of publicity for NBC's WNBC-WNBT (TV) New York was announced jointly last week by Ernest de la Ossa, manager of the stations, and Robert Blake, publicity director for NBC o&o stations. In his new post, Mr. Anderson will report to Mr. Blake. Mr. Anderson previously had served with Facts Inc., on the editorial staff of *Collier's* magazine, and with AP in New York. He is a graduate of the U. of Texas and served with the army in World War II.

Norton Appointed V.P. Of WMTW (TV) in N. H.

JOHN H. NORTON Jr., named Feb. 1 as general manager of Mt. Washington Tv Inc., New Hampshire station now under construction, last Thursday was elected by the board to be a vice president. John W. Guider, president, announced the company had opened temporary offices in Casco Bank Bldg., Portland, Me.

Mr. Norton until recently was ABC network vice president, Central Div., Chicago. He will move to Portland shortly. Mt. Washington Tv Inc. is building a station, WMTW (TV), to operate on ch. 8 atop 6,288 Mt. Washington. It expects to serve most of Maine, New Hampshire and Vermont.

Rollins Inc. Buys WAMS

SALE of WAMS Wilmington, Del., by Frank Carrow and associates to Rollins Broadcasting Inc. for $5,000 plus assumption of obligations totaling about $105,000 was disclosed last week in an application tendered for FCC approval. Rollins would acquire $8,000 cash and contracts of $16,000 upon assuming ownership of WAMS, FCC was told.

Rollins operates WNJR Newark, N. J.; WJWL Georgetown, Del.; WRAD Radford and WRAP Norfolk, Va., and holds permit for WHRN Dover, Del. Rollins proposes to dismiss its pending bid for a new station at Wilmington on 900 kc with 1 kw daytime. It also has asked the Commission to dismiss its Houston am application but would retain a new am station application at Indianapolis.

Zimmer Joins Rollins

GRAEME ZIMMER, for the past two years national sales manager of United Broadcasting Co., which has stations in Virginia, Maryland, Ohio and the District of Columbia, has resigned effective Feb. 27 to become national sales director of Rollins Broadcasting Inc., which operates stations in Georgetown, Del., Norfolk and Radford, Va., and Newark, N. J. (See story above). His offices will be in New York.

Extra Arms and Hands in Your Sales Department?

There is nothing at all mysterious about what it takes to move a product—in volume! The answer is ENERGY . . . all kinds, at all levels. When you decide to tell your story to Hometown and Rural America via the 687 KEYSTONE radio stations, you are hooking yourself onto lots more than just a radio network.

You and your product are going to get the *full treatment* which is typical of KBS sales drives. Extra hands to send letters to your dealers—extra hands to get displays up in windows and on counters—extra hands to get your merchandise UP FRONT at the point of sale . . . and lots more!

Lots of people *talk about* MERCHANDISING EXTRAS! KEYSTONE DELIVERS! We'll be glad to show you case histories that will make you green with envy! What'll you bet?

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Bulldog Drummond Dodge (Participating)	College Quiz Bowl
6:15	Paul Harvey Bellitone			
6:30	Co-op George Sokolsky	Colgate-Palmolive Co. Our Miss Brooks (205) R	On the Line with Bob Considine	Sonny-Vacuum NBC Symphony (178)
6:45	Don Cornell		TBA	
7:00	This Week Around The World	Amer. Tobacco Jack Benny (211) R	Rod & Gun Club-Co-op	
7:15				
7:30	What's The Name of That Song	Rexall Drug Amos 'N Andy (212) R	Chamber Music	The Marriage
7:45				7:55 News
8:00	American Music Hall	General Electric Bing Crosby Show (205) R	Hawaii Calls	Six-Shooter
8:15				
8:30		Philip Morris My Little Margie (203) R	Enchanted Hour	Sunday at Home
8:45			8:55-News	8:55 News
9:00	Green & Carter Walter Winchell	Hallmark Radio Hall of Fame (199)	Oklahoma City Symphony Orchestra	NBC Star Playhouse
9:15	Larillard Taylor Grant			
9:30	Call Me Freedom S	Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (202)		
9:45				9:55 News
10:00	Co-op Paul Harvey (118)	Man of the Week	Report From The Pentagon	Last Man Out
10:15	Elmer Davis		Hazel Markel Co-op	10:25 News
10:30	The Assemblies of God "Revival Time"	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. U N Report	Co-op Bert Bachrach	Meet the Press
10:45		John Derr Sports	Co-op Rukeyser Reports	
11:00	11:00-11:05 ABC News	News	Co-op Ed Pettitt	News from NBC
11:15 PM	Freedom Sings	Dance Orchestra	Keep Healthy	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Co-op Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
	Co-op Quincy Howe	General Foods M. W. F. Beulah (123) R	Co-op Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	7:35-45 Campana (174) Julius LaRosa	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
		Am. Oil-Ford 7:45-8 p.m. Ed. R. Murrow (199)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
	General Motors Henry Taylor (159)	Auto-Lite Suspense (196) R	The Falcon	AA of RR's Railroad Hour (192)
	Sammy Kaye	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	Firestone Voice of Firestone (152)
	Hollywood Starway		9:05 (Philip Morris) Sports "Ten"	
	Mike Malloy		Co-op News Reel	
	Metropolitan Opera Auditions of the Air	Lever Brothers Lux Radio Theatre (186)		Bell Telephone Telephone Hour (185) R
	Decision		Co-op Reporters Roundup	Cities Service Band of America (113) N
	Co-op Headline Edition	R. J. Reynolds Vaughn Monroe (187)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly "3-Plan
	Turner Calling		Put It To Pat	Can You Top This?
	Martha Lou Harp	10:30-35 Robert Trout	(Co-op) Deems Taylor Concert	Youth Wants To Know
		10:35-11 p.m. Dance Orch.		
	Valentino	News	Co-op Ed Pettitt News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis, jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
	Co-op Quincy Howe	Beulah	Co-op Dinner Date	No Network Service
	Starr of Space	Longines Wittnauer Choraliers Tu. Thru Fri. (100) R	Niagara Mfg. & Dist. Co. G. Heatter	Miles Labs. News of World (168)
		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Miles Labs 1 Man's Family (166) Rp
	3-City Byline	Mars Inc. People Are Funny (172)	Mickey Spillane Mystery"	Chevrolet Dinah Shore (198)
	Sammy Kaye		"	Songs with Sinatra
	Hollywood Starway	Colgate-Palmolive Co. Halo, Palmolive Mr & Mrs North (206) R	(Co-op) High Adventure	Barrie Craig
	Mike Malloy			
	Co-op Town Meeting	Wrigley Johnny Dollar (194)	9:05 (Philip Morris) Sports-"Ten"	Liggett & Myers Dragnet (197)
			Co-op Newsreel	
	Chr. S. Publ. Co. Irwin D. Canham (20)	Carter-Toni My Friend Irma (200)	Search That Never Ends	Swayze News Stewart-Warner
			9:55-10 Lorne Greene	Rocky Fortune 9:35-10
	Co-op Headline Edition	C-P-P, L. Creme Louella Parsons (189) R	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly "3-Plan
	Turner Calling	10:15-20 Gen. Fds. Galen Drake	Put It To Pat	Can You Top This?
	Orchestra (See Footnote)	10:30-35 Robert Trout	Co-op State of the Nation	Stars from Paris
		Dance Orchestra		
	Valentino S	News	Co-op Ed Pettitt-News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (30)
		Dwight Cook's Guest Book
	Budweiser Bill Stern	No Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R
	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R
	Co-op Quincy Howe	General Foods M. W. F. Beulah (190) R
	Gen. Mills, Lone Ranger (153)	Julius La Rosa S
		Am. Oil-Ford Ed. R. Murrow (198)
	3-City Byline	P. & G. FBI in Peace War (198)
	Sammy Kaye	21st Precinct
	Hollywood Starway	
	Mike Malloy	
	Hollywood Airport	Crime Photographer
	Sterling Drug Mystery Theatre	Crime Classics
	Co-op Headline Edition	
	Turner Calling	On Stage
	Front & Center 10:35-11 S	10:30-35 Robert Trout
		Dance Orchestra
	Valentino S	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	Music Room	Dr. Wyatt Wings of Healing	World News Round-Up Co-op
9:15	Radio Bible Class	News S		Never Walk Alone
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	
9:45				
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (327)	
10:45				
11:00	Pan-American Union	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Collector's Item
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Sunday News Special	The Leading Question	College Choirs	
12:15 PM	Gloria Parker S			
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (108)	Man's Right to Knowledge	Mutual Music Box	Heritage Over the Land
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Quaker-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Gene & Glen	
	Philco Corp Breakfast Club (289)		Sloan Simpson Show	
	Sterling Drug My True Story (212)	Minn. Mining Kellogg Godfrey (192) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	G. Mills M-W-F Toni Tu&Th Whispering Streets (224)	Knomark Intl. Cellue. Godfrey (199) R	Co-op Faith In Our Time	
	When A Girl Marries (105) Carnation Co.	Clinton Frigidaire-Arthur Godfrey (198) R	10:30 S. C. Johnson News 10:35-45 Star Spotlight 10:45-11 Spotlight Story	General Foods Bob Hope (139)
	Grand Central Station Campbell Soup 11-11:25	Toni, Star-Kist Godfrey (203) R	Johnny Olsen Show	Miles Labs Break the Bank
	Ex-Lax TuWThF Modern Romances (sus. M) 11:25-40	National Biscuit Lever Godfrey (201) R	Queen For a Day	C-P-P Strike It Rich (179)
	Ever Since Eve 11:40-55	Pillsbury (206) R	M W F-Sust.	C-P-P The Phrase that Pays (183)
	White House Report 11:55-12	Contnl. Baking Make Up Your Mind (58)	M-F 11:45-12 P. Lorillard	Second Chance *3-Plan
	Don Gardner News	P&G Ivory Snow Rosemary (117)	Miles Labs Curt Massey Time	Pauline Frederick Reporting
	Okla. Wranglers 12:15-12:25	General Foods Wendy Warren (159)	Johnson & Son News 12:15-12:20	
	Jack Berch Prudential 12:25-12:30	Lever Bros. Aunt Jenny (179)	12:20-12:30 Carl Warren's Guest Time	
	General Mills The Bill Ring Show	Whitehall Helen Trent (186)	12:30-1 No Service	No Network Service
	Not in Service	Whitehall Our Gal Sunday (179)	Co-op Cedric Foster	
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Here's To My Lady	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (167)		

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		No Service		Howdy-Doody 8:30-9:30 a.m."
		9:30-45 Star Lighters		Egbert & Ummly
		Perry Morse 284 Garden Gate		
		Galen Drake	Co-op Woody Woodpecker	Breakfast in Hollywood
	Ralston Space Patrol (284)		10:30-10:35 Johnson News 10:35-11 Woody Woodpecker Co-op	Pet Milk Mary Lee Taylor (144)
	Platterbrains	(sust.) Robt. Van Camp Q (203) Mutual L Benefit e (204) w Milner i (133) s	Helen Hall	My Secret Story
	All-League Clubhouse S		Grand Duchess Steaks, Remember with Tiny Fairbanks	Woman in Love
	101 Ranch Boys S	12-12:05 p.m. Shadel-News Campana (188)	11:30 Johnson & Son News 11:35 U. S. Military Academy Band	U.S. Marine Band
	American Farmer S	Cream of Wheat Theatre of Today (159)	Quaker Man on the Farm	
		Carnation. Stars Over Hollywood (201)	5th Army Band	U.S. Army Band
	Navy Hour S	Carter City Hospital (205)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)

DA

	ABC
1:30 PM	National Vespers S
1:45	
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Dr. Wyatt Wings of Healing
2:45	
3:00	Marine Corps Review S
3:15	
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	
4:00	
4:15	Gospel Boat, Old-Fashioned Revival Hr.
4:30	
4:45	
5:00	5:00-5:15 ABC News
5:15	The Evening Edition Thomas Hamilton & Sam
5:30	Goodyear Greatest Show Ever Told
5:45 PM	

FOR MARCH 1954

THURSDAY

	NBC	ABC	CBS	MBS	NBC
6:00 PM	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	Co-op Allen-Horge Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
6:30	No Network Service	Budweiser Bill Stern	No Service		No Network Service
6:45	Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Inter. Harvester Alex Drier (53) Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go
7:15	No Network Service	Co-op Quincy Howe	Beulah	Co-op Dinne. Date	No Network Service
7:30	Miles Labs News of World (168)		Longines Wittnauer Chorallers (96) R	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	Miles Labs 1 Man's Family (166) Rp	Starr of Space	Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time	Miles Labs 1 Man's Family (166) Rp
8:00	R. J. Reynolds Walk a Mile (196)	3-City Byline S	Meet Millie	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15		Sammy Kaye			
8:30	Kraft Gildersleeve (160)	Hollywood Starway	Junior Miss	Co-op Crime Fighters	Father Knows Best S
8:45		Mike Malloy			
9:00	DeSoto Plymouth Dealers, You Bet Your Life (191)	Paul Whiteman Varities	GE Meet Mr. McNutley (206)	9:05 Philip Morris Sports-"Ten" Co-op News Reel	Put Milk Truth or Consequences (166)
9:15					
9:30	Amer. Cig. & Cig. Big Story (192)		Jergens Time for Love (130)	Philip Morris My Little Margie	Swayze News Stewart-Warner Eddie Canter 9:35-10
9:45					
10:00	Fibber McGee & Molly *3-Plan	Co-op Headline Edition	10-10:15 p.m. Eric Hogins Minority of One	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan
10:15	Can You Top This?	Turner Calling	10:15-30 p.m. Horace Heidt Show	Put It To Pat	Can You Top This?
10:30	Report from the White House	Answers for Americans	10:30-35 Robert Trout Dance Orchestra	Co-op Deems Taylor Concert	Jane Pickens Show Co-op
10:45					
11:00	No Network Service	Valentine S	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	NBC	ABC	CBS	MBS	NBC
6:00 PM	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	Co-op Allen-Horge Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Horge Sports Daily
6:30	No Network Service	Budweiser Bill Stern	No Service		No Network Service
6:45	Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Inter. Harvester News Parade (53)	Vandercook CIO	Toni, Man. Soap Family Skeleton (175) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)
7:15	No Network Service	Co-op Quincy Howe	General Foods Beulah (110) R	Co-op Dinner Date	No Network Service
7:30	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153)	Julius La Rosa S	Union Pharmaceutical Co. Gabriel Heatter	Miles Labs News of World (168)
7:45	Miles Labs 1 Man's Family (166) Rp		Am. Oil-Ford Ed. R. Murrow (199)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	Chevrolet Dinah Shore (198)	3-City Byline S	P & G Mr. Keen (199) R	Starlight Theatre *	Chevrolet Dinah Shore (198)
8:15	Songs with Sinatra	Sammy Kaye			Songs with Sinatra
8:30	Amer. Dairy Bob Hope (198)	Hollywood Starway	Arthur Godfrey Digest Owens Corning (203)	Co-op Take a Number	Amer. Dairy Bob Hope (198)
8:45		Mike Malloy			
9:00	RCA Harris Faye (198)	Hotpoint & Lambert Ozzie & Harriet	Arthur Godfrey Digest Bristol Myers (203)	9:05 Philip Morris Sports-"Ten" Co-op Newsreel	
9:15					
9:30	Swayze News Stewart-Warner 9:30-9:35	Horatio Hornblower	That's Rich	Have A Heart	
9:45	TBA 9:35-10:00				
10:00	Fibber McGee & Molly *3-Plan	10:00 Fights Gillette	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	
10:15	Can You Top This?			Put It To Pat	
10:30	Listen to Washington		10:30-10:35 Robert Trout Dance Orchestra	Co-op Deems Taylor Concert	
10:45					
11:00	No Network Service	Music	News	Co-op E. D. Pettitt News	
11:15 PM	News of the World Morgan Beatty	Frank & Jackson	Dance Orchestra	U.N. Highlights	

SATURDAY

	NBC	ABC	CBS	MBS	NBC
6:00 PM	George Hicks News	Labor	Philadelphia Orchestra	Dance Orchestra	George Hicks News
6:15	H. V. Kaltenborn News Co-op	Management S			H. V. Kaltenborn News Co-op
6:30	People	Co-op Bob Finnegan Sports		Dinner Date	
6:45		Sports Afield with Bob Edge		6:55 Johnson-News Repeat	
7:00	Theatre Royal	Show Time Review	Johnny Mercer Show	Co-op Al Heller	
7:15		The 3 Suns		Co-op Report from Washington	
7:30	The Big Preview	Dinner At The Green Room S		7:30-7:55 Farm Quiz	
7:45				State Farm Auto Ins. Co. C. Brown	
8:00		8:00-8:05 ABC News	Gunsmoke S	20 Questions	
8:15			Sanka Salute (99) R 8:25-30 p.m.		
8:30			Gangbusters *	Farm Story	
8:45		Dancing Party S			
9:00	R. J. Reynolds Grand Ole Opry (91)		P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	
9:15					
9:30			Saturday Night Country Style	Lombardoland U.S.A. S	
9:45					
10:00	D'Con Corp. Country Tune Parade (127)	Anonymous			
10:15	Dude Ranch Jamboree			Chicago Theatre of the Air S	
10:30	Pee Wee King Show Co-op	Music	10:30-35 News Daniel Schorr		
10:45		ABC Late News 10:55-11	Dance Orchestra		
11:00	News from NBC	Southern Club	News	Co-op Ed Pettitt	
11:15 PM	No Network Service	At Ease	Dance Orchestra	Dance Orchestra	

TIME

SUNDAY

	CBS	MBS	NBC
	Reception Place	Lutheran Hour	U. of Chicago Roundtable
	Jesse Lewis jr. (342)	Bandstand USA	The Catholic Hour
	Co-op Dinner Date		
	Gen. Mills, Home Prod. Gabriel Heatter	Sammy Kaye	American Forum of the Air
	Phil Spitalny & Evelyn Keyes Hour	U. S. Marine Band	Golden Voices
	Co-op Crime Fighters		
	Paul Whiteman Varities	Author Meets The Critic	TBA
	Ed Sullivan Show		
	Ozzie & Harriet	Counter Spy Dodge (Participating)	
	Jack Benny Program		
	Edgar Bergen Charlie McCarthy	4:30-4:55 Nick Carter	
	Amos 'n' Andy	4:55-5 Credit Union Lorne Greene	
	Bob Crosby Show	The Shadow P & G, R. J. Reynolds (Participating)	
	Lum & Abner Co-op	True Detective Mysteries	
	Musical Express	5:55-6 State Farm Mut. C. Brown	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Crisco Dr. Malone (163)	Luncheon with Lopez	No Network Service
		P&G Duz Guiding Light (161)		
	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (146)	Fred Robbins	
		P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
	The Martin Block Show 2:35-4	Toni & Bristol Myers Nora Drake (197)	Ladies Fair	
		P&G Ivory Fl. Brighter Day (177)		Jane Pickens 2:55 News Banghart
		Miles Labs Hilltop House (147) R		P&G Life-Beautiful (170)
		Lever, Kellogg Houseparty * (182) R	John Gambling	P&G Road of Life (163)
		Pillsbury House Party (194) R*		P&G Pepper Young (166)
		Toni, Man. Soap Wizard of Odds (188)		P&G Right to Happiness (163)
		Gen. Fds.(4-4:05) Robt. Q. Lewis (85)	Afternoon News	P&G Backstage Wife (175)
	Jack Owens 4-4:25	Carn Prod. Sunshine Sue (56)	Mutual Music Show	Starling Drug Stella Dallas M-W-F (151)
				Starling Drug Widder Brown M-W-F (151)
	Music in the Afternoon S	4:55-5 News	Co-op Welcome Ranch	Manhtn. Soap Woman in My House (191)
	Co-op Austin Kiplinger	No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Just Plain Bill
	Art and Dotty Todd			Pharmaco† Front Page Farrell (138)
	Lum & Abner Co-op		5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	C-P-P Lorenzo Jones (191)
	Musical Express	Miles Labs Curt Massey Time (149) R		It Pays To Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	Peter Lind Hayes Show	Symphonies For Youth	All Star Parade of Bands
		Let's Pretend	2:25 Johnson News	
		Make Way For Youth	101 Ranch Boys	
		Report From Overseas	Bandstand U.S.A.	
	Metropolitan Opera Texas Co.	Adv. in Science		
		Farm News	Sports Parade	
		World Assignment		Road Show 2 to 6 p.m. (2½ min. local spot announcements each half-hour)
		UN on the Record	Salute to the Nation	
		Operation Music		
		Saturday at the Chase	Mac McGuire Show	
	Martha Lou Harp	Washington U.S.A		
	Paulena Carter	5:30-45 p.m. Saturday Sports Round-up	5-5:05 Johnson News 5:05-55 Teen-agers Unlimited	
	Pop Concert	5:45-6 Daniel Schorr News		

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R re-broadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Lee Griffith & The News, (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (S).
12-12:05 p.m. Sat. Campana—Bill Shadel 188.
3:15-3:30 p.m. MWF Lever—Houseparty 180.
3:15-3:30 p.m. Tue Kellogg—& Houseparty 191.
3:15-3:30 p.m. Fri Green Giant—Houseparty 171.
3:30-3:45 p.m. M Th Pillsbury—Houseparty 191.
3:30-3:45 p.m. Fri Kellogg—Houseparty 192.
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84.
Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. Frt.) 192.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 199.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Frt. 198.
10:45-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Frt.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Frt.; Natl. Bis., Tu.-Th., alt. Frt. 203.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 206.
11:25-30 a.m. TBA.

MBS—M-F 8:45-8:55 a.m.—Gabriel Heatter.
M-W-F 8:55-9 a.m.—Titus Moody—Dodge.
Credit Union Nat'l Assoc. 1:55-2:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Chevrolet—Mon.-Fri.
Procter & Gamble—Mon-Fri.
S.O.S. Company—Mon. & Wed.; Tu. & Th. alt. wks.
Mon.-Frt. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); † Pharmaco "Front Page Farrell," alt. days.
Three-Plan:
Lewis-Howe, Hudnut Sales Co. Tu. Fibber McGee & Molly: Wed. Second Chance; Th. It Pays to be Married.

February 22, 1954

CBS-TV Readies 'Morning Show'

The network enters 7-9 a.m. position, opposite NBC-TV's 'Today,' with informative type show featuring news, interviews, remote live pickups and music.

PLANS for CBS-TV's multiple-hour entry into early-morning television, to be launched March 15 [B•T, Feb. 15], were announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

The series will be seen 7-9 a.m. Monday through Friday, opposite NBC-TV's *Today* show, and is described by Sig Mickelson, CBS-TV director of news and public affairs, whose department will produce it, as being "CBS television's formula for keeping our viewers well posted on the world's news while, at the same time, giving them liberal portions of popular music and entertainment features."

Mr. Mickelson said that *The Morning Show*, which will feature CBS newsmen Walter Cronkite and Charles Collingwood as regular "anchor man" and reporter, respectively, "will bring viewers completely up-to-the-minute concerning the news of the previous 24 hours and will give them an informed prelude to upcoming events; it will offer interviews with interesting people from the entertainment world and from sports and industry as well as remote 'live' broadcasts of important or interesting events in these fields; the program will also present sprightly and pertinent information on all phases of living from the latest modes in male and female fashions to the latest communiques from the frontiers of science."

The show will originate from Studio 41 in CBS-TV's Grand Central Terminal quarters. Part of the set will be a working newsroom. A new electronic weather map will be used, and time signals will be electronically superimposed on the broadcast so as to be seen as well as heard, spokesmen said.

Series will be seen at 7-9 a.m. local time in East and Midwest. Officials said there are no present plans for extending it to the Mountain Time Zone, and that, if it should later be decided to feed early-morning program of this type into that area, the expansion might logically be accomplished by an eastward extension of *Panorama Pacific*, early morning (7-9 a.m. PST) program currently seen on CBS-TV stations in Los Angeles, San Francisco and San Diego.

Paul Levitan will produce, Tom Donovan will be show director, Vince Walters news director, and Jack McGiffert head of the feature writing division.

ABC-TV Promotes Huntington

ELEVATION of George T. Huntington to the newly-created post of manager of sales development for ABC Radio from his position of network radio sales promotion staff writer was announced last week by Gene Accas, ABC director of network radio sales promotion.

Mr. Huntington joined ABC in October 1952.

WISH-TV to Join ABC

WISH-TV Indianapolis will become a basic affiliate of ABC-TV when it begins commercial operation July 1. It will replace WFBM-TV as the ABC-TV outlet there. WISH-TV (ch. 8) is licensed to Universal Broadcasting Co., with Robert B. McConnell as general manager.

STABILE TO DIRECT ABC BUSINESS UNIT

CREATION of a business affairs department for ABC and the appointment of James A. Stabile as its director were announced last Friday by Robert E. Kintner, ABC president.

In the newly created position, Mr. Stabile will be responsible for all negotiations and contracts affecting all ABC radio and television programs. The services of this new department also will be available to ABC Film Syndication and to ABC's owned stations in New York, WABC and WABC-TV.

MR. STABILE

Mr. Stabile has been associated with ABC since December 1951, when he joined the network's legal department. A year later he was named administrative manager of the ABC-TV program department, the position he held until his promotion to director of the business affairs department.

Lee Intl. Tv Network To Debut This Spring

President R. L. Kulzick distributes confidential brochure to station managers explaining the network.

A NEW "secondary tv network," described by its president as six years in the making, is scheduled to make its debut this spring.

Known as Lee International Tv Network, the project is headed by R. L. Kulzick, of 409 E. Washington Ave., Madison 3, Wis. (Phone 6-7290). It is a division of R. Lee Ltd.

Mr. Kulzick described the project as "a very major network." He refused to tell B•T about details of the plan, giving "no comment" replies to any questions involving operations or program-for-time exchanges.

A brochure, which Mr. Kulzick's announcement-letter to stations described as a "rough booklet," briefly narrates the Lee story. It is obvious from the contents that the network will be a film operation, with programs having simultaneous release at all stations. "They haven't seen it somewhere else first," according to the brochure.

Mr. Kulzick implied in some of his answers that he has established contact with stations. "We'll have something in another week," he told B•T, but later said the announcement might not come out before April.

The letter, described as a "confidential report to tv station managers only," says the six-year developmental work has yielded information and material that "will give the viewer new, different programs that they want and like. We will give sponsors the vehicle and merchandising they need to make tv pay off as it should for all. The member station gets the income and increased program strength to gain new cash and more viewers for a bigger audience. These are powerful statements. Let us prove them to you."

Promising a "national meeting in Chicago soon," Mr. Kulzick warned stations, "You have only ten days to indicate your interest." The letter was dated Feb. 8 and called for a Feb. 18 indication of interest.

The brochure, after explaining that Lee network is "planned as a secondary network to supplement your station programming," adds that present affiliation can be kept while adding program strength and station income.

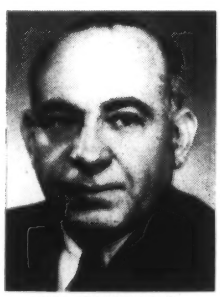
Describing the care and skill that will be put into productions, the brochure says there will be no sustaining programs. Lee star talent will be available for local appearances. The network "will have its own exclusive music, fully protected and available first only on Lee programs, as well as on sheet music and records, in addition to regular source music." Publicity and advertising will be furnished stations, it is explained, and the brochure continues, "National sales by local stations made easy with separate commissions to stations and to station time salesmen."

The first seven shows, four day and three night, are described as ready for production. Day programs are in five-minute segments and night programs in 10-minute segments, giving firms that hitherto have been unable to afford tv an opportunity to buy a low-cost telecast.

"You get all 13 and Lee gets three hours daily, seven-days-a-week time option, two hours daily daytime option and one hour daily nighttime option," the brochure continues. "To ease program adjustments Lee International will 'ease' into its option time, taking limited amounts of daytime and nightime periods until the maximum is absorbed. Actual times are set by station-network personnel conference after station affiliation is contracted." Only one station in an area can affiliate, it is stated. Because of time shortage a mail approach is used instead of personal contact, the brochure concludes.

DuMont Network Names Rosenberg to Sales Post

APPOINTMENT of E. J. Rosenberg, recently an independent packager of television and radio programs in New York, to the newly-created position of director of sales development of the DuMont Television Network was announced last week by Gerry Martin, director of stales.



MR. ROSENBERG

Prior to launching his own business, Mr. Rosenberg was for 10 years executive vice president of TransAmerican Broadcasting & Telecasting Corp., with supervision over production and sales development for such programs as *Life Can Be Beautiful, Light of the World, The Parker Family, Famous Jury Trials* and *Texaco Star Playhouse.*

NBC-TV's Per-1000 Cost Down $9.47 Since 1948

POINTING up the "dramatic" drop in television's cost-per-thousand as set circulation has increased, NBC noted last week that cost-per-thousand tv homes on the full NBC-TV network had dropped from $12.39 in March 1948 to $2.92 in January of this year.

Hugh M. Beville Jr., NBC director of research and planning, who released the tabula-

tions, noted that in the last five and a half years the number of tv homes in NBC-TV's service area has gone from 206,000 to 27,398,000.

In March 1948 the gross hourly rate for the 206,000 homes was $2,550. If this had increased in direct proportion to the increase in number of tv homes, Mr. Beville said, the gross hourly rate in January 1954 would have been $339,150 instead of the actual January 1954 figure of $79,885.

"The cost-per-thousand of the full NBC-TV network has been kept under three dollars since May 1952," he observed, "despite the fact that during the 20 months following May 1952 the number of affiliated stations more than doubled—from 64 to 146."

Similar downward cost-per-thousand trends were noted for the NBC-TV basic network, which grew from 10 stations in January 1949 to 51 in January 1954, while the cost-per-thousand decreased in that same period from $4.74 to $2.37.

ABC-TV To Show Same Program Three Times

New plan calls for live showing of 'The Mask' on Sundays and kinescoped version on Tuesdays and Wednesdays.

A TRIPLE-EXPOSURE plan in which hour-long programs from the same series will be seen live on one night a week and on film on two other nights was announced last week by ABC-TV, to go into effect March 2. Spokesmen said if the plan is successful it may be extended to other shows but that no definite plans for such an extension have been made.

The series is *The Mask*, a 60-minute melodrama which is carried regularly on Sundays at 8-9 p.m. EST. Under the new plan it also will be seen, in kinescope versions, on Tuesdays and Wednesdays at 8-9 p.m. Different programs from the series will be presented on each of the three nights each week, using kinescopes of shows originally presented live.

Prices for sponsorship have not been definitely set, officials reported late last week. But they estimated that the program cost alone would be in the neighborhood of $10,000 for a quarter-hour on all three *Mask* shows each week. A sponsor may buy one or more segments of the Sunday night live show without buying into the Tuesday or Wednesday repeats, but he may not buy into the Tuesday or Wednesday night telecasts without also sponsoring a portion of the live show. For the live show alone, program costs are approximately $6,500 for a quarter-hour, $13,000 for a half-hour, and $25,000 for the full hour.

Tv Half of McNeill Show Simulcast Open on ABC

ABC is offering the tv portion of the Don McNeill *Breakfast Club* simulcast to advertisers on the premise they will buy a radio strip on the program when it becomes available, it was revealed last week.

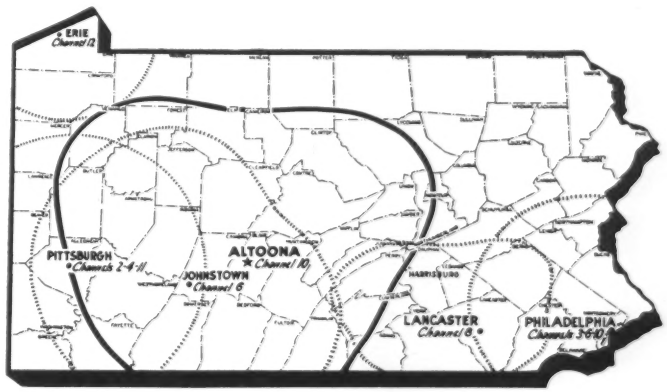
The simulcast starts today (Monday) on ABC radio and television networks, 8-9 a.m., with all tv quarter hours still unsold as of Thursday. Both Swift & Co. and Philco Corp., along with Quaker Oats and Toni Co., have exercised first refusal rights. ABC has cleared a substantial number of tv affiliates for the television [B•T, Feb. 15].

WFBG-TV

Channel 10 316,000 watts

Covers Central and Western Pennsylvania

You Need No Other Station Between Pittsburgh and Harrisburg to Cover This Important Market



Here Is Selling Power PLUS:

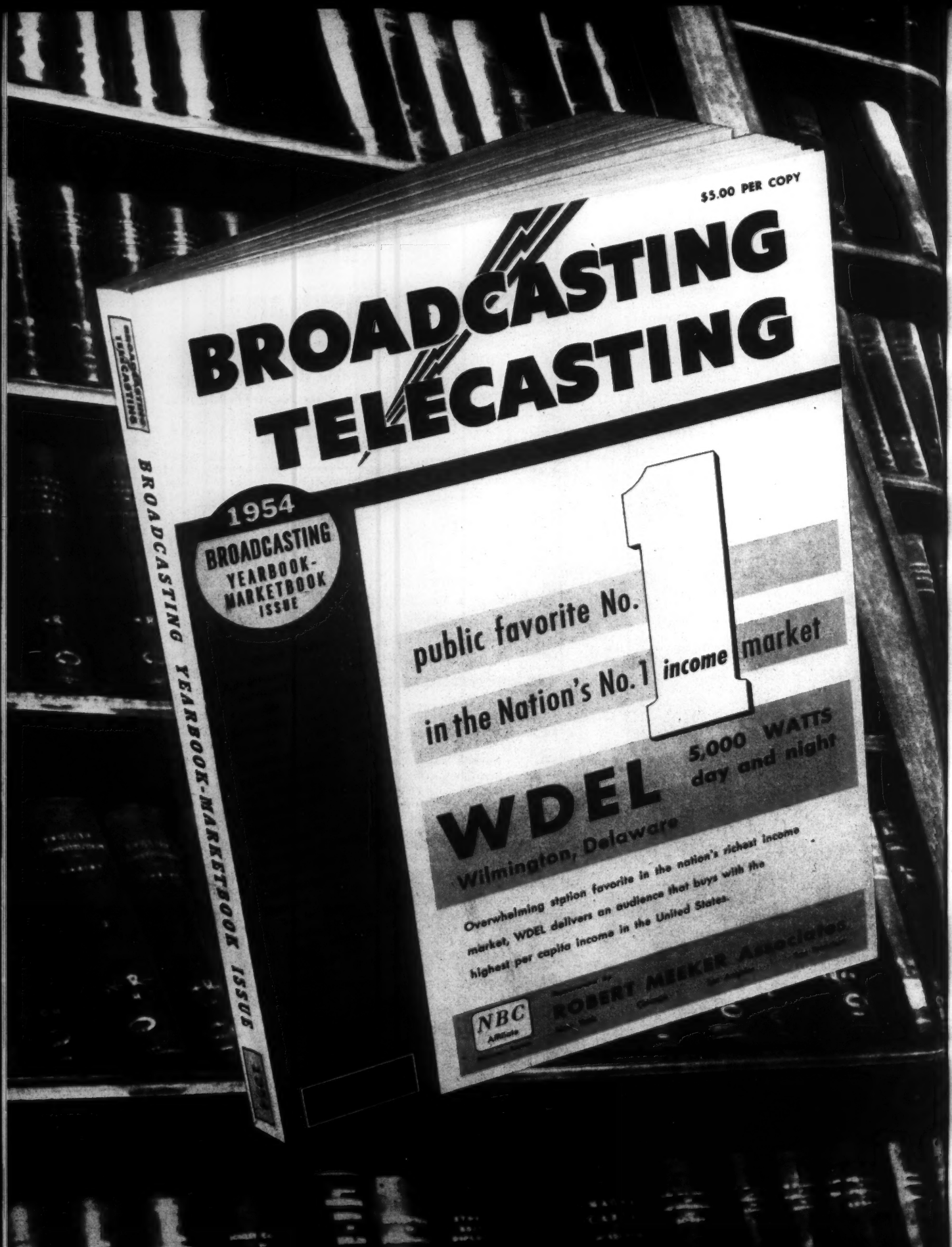
SET COUNT	**418,798 as of January 1, 1954, and it's sets that count**
TOWER HEIGHT	**2727 feet above sea level, 990 feet above average terrain on Wopsononock Mountain**
RADIATED POWER	**316,000 watts on Channel 10, the maximum allowed by FCC on any VHF Channel**
RICH MARKET	**640,000 families spending over $1.9 billion in retail sales**
SUCCESS STORY	**6115 pieces of mail in response to 4 Santa Claus programs**

THE ABC NBC DU MONT — WFBG TV AM — **GABLE BROADCASTING CO.**

Altoona, Pa.

Channel 10, 316,000 watts 1340 kc, NBC

Represented Exclusively by H-R Television, Inc.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public favorite No. 1
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Overwhelming station favorite in the nation's richest income market, WDEL delivers an audience that buys with the highest per capita income in the United States.
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There's just no book like BROADCASTING YEARBOOK-MARKETBOOK. We say that bluntly, honestly and proudly.

It's a one-book library of one of the most vibrant, all-embracing arts of our day.

In BROADCASTING YEARBOOK's 482 crisply-edited, clearly-written and minutely-accurate pages—we're not counting the lavish covers—is the story of radio today—as of *now*.

Again for the 20th year its precise editorial periscope sweeps a massive sea of vital, money-making, decision-making facts regarding radio.

It says, "Here is radio as it stands—every part of radio. Here is *your* industry and the facts you need every minute of *your* working day."

Anyone who is anyone—and that even goes for Mary Plunkett, the schedule typist—must have BROADCASTING YEARBOOK at his or her elbow.

Got yours? If not. . . .

Please write today . . . .

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**Single copy price $5.00. (With yearly subscription to 52 weekly issues: $9.00) (With complete package, including Telecasting Yearbook-Marketbook published in August, $11.00).*

By Ewing Galloway, N. Y.

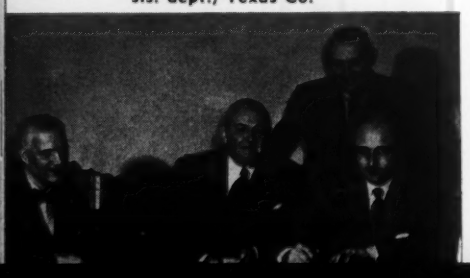
RADIO NEWSREEL

KMO Tacoma, Wash., will carry the Frederic W. Ziv Co. musical show, *Hour of Stars*, five days a week with sponsorship by Carstens Packing Co. Signing (l to r): Harry Sedgewick, KMO acct. exec.; Mrs. Lorne McKendry, adv. mgr., and Michael Rivisto, asst. adv. mgr., both Carstens, and "Mac" McKenzie, KMO gen. sls. mgr.

WCCO Minneapolis-St. Paul has aired Cedric Adams' *Nighttime News* 15 years under sponsorship of American Bakeries (Taystee bread). Letting this be known are (l to r): Phil Lewis, WCCO sls. mgr.; Mr. Adams; Joe Tombers, American Bakeries v. p., and Larry Haeg, WCCO gen. mgr.

WMAQ Chicago, NBC o&o outlet, will broadcast a six-month saturation campaign by Goebel Brewing Co. Contracting are (l to r): Seated—Charles E. Carey, v. p.-gen. mgr., and Edwin J. Anderson, pres., both Goebel. Standing—Herbert R. Bayle, v. p.-media dir., Brooke, Smith, French & Dorrance, and Robert Miller, NBC Spot Sales, Detroit.

WCAU Philadelphia signs with the Texas Co. for a 52-week Texaco news, weather and sports program saturation package. L to r, J. J. Finn, Phila. zone mgr., Texas Co.; Donald W. Thornburgh, pres.-gen. mgr., and John S. DeRussy (standing), sls. mgr., both WCAU, and R. L. Saunders Jr., asst. div. sls. mgr., sls. dept., Texas Co.



AFM-NETWORKS CONTRACT SETTLEMENT HINTED IN 'ROUND-THE-CLOCK' PARLEYS

Report is that the musicians have backed down from their demand that only 'live' musicians be used on live programs. Petrillo, AFM president, rules against any wildcat strike of the New York local.

POSSIBILITIES of a settlement in the five-week-long contract negotiations between radio and television networks and the American Federation of Musicians loomed brightly late last week as negotiators held an around-the-clock session until 3:30 a.m. Friday and scheduled another meeting on Friday afternoon.

Though full details could not be ascertained, it was reported that the Federation had relented on demands for employment of "live" musicians on all live programs, which networks have been resisting firmly. At an early-morning session Friday Al Manuti, president of New York Local 802, which had spearheaded the "live" musicians issue, was said to have been persuaded to abandon his stand because of the networks' stand-pat attitude. As a conciliatory gesture, the networks were said to be considering some expansion of the number of musicians employed on their staffs as well as an increase in pay.

The optimistic outlook in negotiations came as James C. Petrillo, AFM president, joined officials of key locals in New York and Chicago at the New York sessions. Mr. Petrillo, who had participated briefly in a preliminary meeting with networks in mid-January, had been occupied on other Federation business until last week. One indication that the Federation was not considering any immediate drastic steps was a pronouncement by Mr. Petrillo last Tuesday that there would be no strike by any local unless AFM granted approval. This ruling dispelled any prospects for a "wildcat" strike by Local 802 which provided Mr. Manuti with strike authorization power several weeks ago.

Constant Conferences

The seriousness of the talks with NBC, ABC and CBS representatives can be adduced by the heavy schedule of negotiation sessions. Overtime meetings were held on Monday, Tuesday, Wednesday and Thursday, and another session was held on Thursday night. A Federation official commented that "there's still a lot of hard work to done, and we may as well keep on talking."

Though the extended deadline of the present three-year contract expired last Monday, negotiations were being continued on a day-to-day basis. It was believed that if the deadlock continues, AFM will not call a strike suddenly, but will set a deadline.

The networks were reported to be firmly resisting AFM's demands on "live" musicians and to be countering with proposals which would grant them the right to record all cues, bridges and mood music and extend the present unrestricted use of recorded music. Mr. Petrillo, according to AFM officials, appeared to be leaning toward the sentiments of Local 802, which warned three years ago that the increased use of recorded music by the networks was sounding a death knell for musicians.

Composers Guild Plans March Ratification Meet

SIMULTANEOUS general meetings in New York and Hollywood are being considered about March 18, to ratify the constitution and by-laws of the newly organized Composers Guild of America, formed to bargain for composers active in radio, tv, films and theatre.

At a New York general meeting Feb 2, at which Robert Russell Bennett, Deems Taylor and Arthur Schwartz of the eastern CGA committee acted as co-chairmen, plans for formation were approved unanimously, according to organization executives. Present were Leith Stevens and Mack David, of the West Coast committee.

Attorneys Leonard Zissu and Abe Marcus are making final revisions on the CGA constitution and by-laws

TWA Would Re-Form To Add Other Media

EFFORTS to reorganize as one overall union for all entertainment medium writers and thus bolster its position, will be made by Television Writers of America at a Hollywood membership meeting Wednesday night.

TWA, victim of internal dissension, in the past several weeks has lost a number of key members who resigned over retention by the Western Region group of its executive secretary, Joan LaCour, who refused to answer questions on purported membership in the Communist Party at a recent closed hearing by a House Un-American Activities subcommittee [B•T, Jan. 14].

With the union's position weakened through loss of membership, NBC, CBS and ABC tv networks are reported to have withdrawn their tentative agreement to give TWA a 100% union shop in the current prolonged contract negotiations.

Although TWA last year won over Screen Writers Guild in an NLRB vote to represent network free lance tv writers, SWG is said to be considering a petition for a new election in June. With TWA considered vulnerable through loss of membership and prestige, SWG would contest the new union's jurisdiction, it was said.

SWG, also an advocate for one overall union for all writers, has felt the original loss of network tv free lance writers was due primarily to failure by Authors League of America to handle the New York campaign properly.

TWG to Negotiate Soon On Comedy, Variety Writers

NEGOTIATIONS covering writers of comedy routines and variety sketches for tv films are expected to start "shortly" between the Television Writers Group of Screen Writers Guild and the Alliance of Television Film Producers as well as other tv film producers not affiliated with the latter trade group. TWG has appointed a special committee headed by Devery Freeman, with its members drawn entirely from the field of comedy writers to work out a program of demands.

Terms and conditions covering these specific areas of writing were withheld by SWG in earlier negotiations with the ATFP and other tv film producers in order to give further time to their study, it was explained.

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SURPRISES MANY TIME BUYERS!

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

Pardon us if we give you a jolt, but li'l ole Oak Hill *does* contain WOAY — the *second most-powerful* radio station in West Virginia! Matter of fact, we think you'll have a tough time finding another radio station, *anywhere*, that gives you 102,200 daytime families for a mere $21.60 per quarter hour (26-time rate).

Our national business shows steady gains, month after month. How about joining the parade? Address Robert R. Thomas, Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

10,000 Watts AM

20,000 Watts FM

GOOD YEAR FOR ELECTRONICS FORESEEN BY MANUFACTURERS IN NEW YORK PANEL

Mass market for color tv seen developing in 1956 by RETMA's Sprague who also cites factors to prove that black-and-white is not doomed to obsolescence.

DESPITE the complexities engendered by color tv, the electronics industry has a bright outlook for 1954.

This conclusion was drawn at a round-table discussion in New York last Thursday in which executives of six electronics manufacturing companies projected the course of their industry during 1954 at a meeting of members of the New York Society of Security Analysts. A detailed blueprint of things-to-come in the industry was offered by Robert C. Sprague, chairman of the board of the Radio-Electronics-Television Mfrs. Assn. and chairman of the board of the Sprague Electronics Co., North Adams, Mass., and was substantiated in brief talks by other speakers.

Participating in the discussion, held at the Hotel Roosevelt following a three-day meeting of RETMA (see story, page 37), were Robert C. Tait, president of Stromberg-Carlson Co., Rochester; H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles; William S. Parsons, president of the Centralab Division of Globe Union Inc., Milwaukee; Frank Freimann, president of Magnavox Co., Fort Wayne, Ind., and David Schultz, treasurer of Raytheon Mfg. Corp., Waltham, Mass.

Mass market for color tv sets will develop in 1956, with black-and-white and radio continuing in heavy demand, Mr. Sprague said, predicting a demand for 11 million radio sets.

Output of color sets will not exceed 150,000 this year, he predicted, with prices ranging from $800 to $1,200. Looking into future costs, he estimated mass production will bring color sets down "to a range of 25% to 50% above that for black-and-white sets of comparable picture size."

While retail sales of tv sets were "virtually at peak levels in 1953," Mr. Sprague said a sudden sales drop beginning in September likely can be traced directly "to the widespread, but often incomplete, publicity given to color tv last fall, culminating in the authorization of the NTSC color system by the FCC in mid-December."

He found evidence that the public has since become "much better informed as to the prices and availability of color sets, and although retail sales figures for January are not yet at hand, increased purchases of black-and-white sets by dealers which have been reported in recent weeks appear to reflect revived interest in black-and-white on the part of consumers. If this trend continues the inventory situation may have over-corrected itself in another month or two."

He also said:

"One of the best indications I know of that color is not going to make black-and-white television obsolete is the fact that television itself has not yet supplanted radio and gives no sign of doing so. Today there are approximately 120 million radio sets in use, located in about 94% of the nation's homes and in more than three-quarters of the cars on the road. The number of radios is increasing each year, the ratio having risen from 1½ sets per household at the end of the war to about 2 per home at the present time. Demand for home sets of all types was down slightly last year, to 7.1 million from 7.7 million in 1952, but this was more than offset by a sharp increase in auto radios, to 5.2 million from 3.2 million."

Predicts Increased Sales

Looking into 1954 prospects, Mr. Sprague said, "I shall be surprised if the electronics industry does not chalk up another increase in total sales. In view of the fact that there may still be some confusion in the minds of the public about color, there may be a drop of modest proportions in sales of tv sets, especially if unemployment continues to increase and consumer purchasing power is impaired. However, past experience has shown that the public will buy television and radio sets if they are competitively priced and well merchandised, and recent surveys of consumer buying intentions indicate that many people consider 1954 a good year in which to buy durable goods. I am sure those in the industry who sell to the consumer will be prepared to meet this demand." He pointed to the fast growth in the number of tv stations.

Only 3.6 million of the 27 million sets in use are equipped for uhf reception, Mr. Sprague said, and these represent only a third of the 11 million homes already within range of uhf stations. He said another 15 million homes within range of a tv signal have no sets at all, and a good replacement market also is indicated.

The year should bring a market for around 6 million tv sets at retail, Mr. Sprague predicted, justifying output of about 5.8 million black-and-white sets. As the public becomes aware of color problems, tv demand will pick up with production in the second half of 1954 about the same as that in 1953.

Demand for auto sets may drop to about 4 million this year but he anticipated a total market for 11 million radio sets of all types. This would bring another year of $1.3 billion worth of radio-tv business at the factory, plus $3 billion in military business and $700 million worth of industrial equipment and replacement parts.

Cutback in tv output in November and December brought inventories down to 1.9 million, which Mr. Sprague said is not far from normal.

Along with supporting Mr. Sprague's observations, Mr. Tait commented that the full resources of the electronics industry have been far from tapped and said the fields of communications and electronics are becoming more closely allied every day. He cited the development by Stromberg-Carlson of a completely electronic telephone switchboard to replace the presently mechanically-controlled type, but said the invention has not been refined to the point where it can be marketed.

Mr. Hoffman predicted a continuing growth for the electronics field in 1954 and added that his company is in a particularly advantageous circumstance because it is located on the West Coast, which he described as an area that is headed for more expansion.

Parsons Sees 50-75% Rise

Mr. Parsons offered a prediction that in five years the electronics industry will grow by 50 to 75% over its present size. He said that Centralab, which manufactures components, will grow side by side with makers of the end product. To prepare for the future, he said, Centralab conducts a program of continuous research designed to improve the quality of parts supplied to manufacturers.

Mr. Schultz asserted that the future of the electronics industry is bright in this period of the Cold War, claiming that the government will continue to require military electronic equipment. He pointed out that 70% of Raytheon's business is for the government and noted that the company currently has a backlog of orders amounting to some $180 million.

In reply to a question from the audience, Mr. Tait said he believed that color tv would have as much impact on the large set manufacturer as on the small and medium-sized manufacturers. He said color has created problems for all sizes of manufacturer, pointing out that the small firm might be in a better position to re-distribute its sets away from markets where sales have been poor.

On another question relating to the prospects for reduction in price of color tv tubes, Joseph B. Elliott, RCA executive vice president in charge of the Consumer Products Division, said he believed that a lower price is in the offing. Mr. Elliott, who did not participate in the round-table discussion but was a special guest, said he based his belief on past accomplishments of the electronics industry.

RCA's first 50-kw vhf tv transmitter gets final test and inspection at the company's plant at Camden, N. J. The transmitter has been shipped to Minneapolis to be used by ch. 11 sharetimers WMIN-TV and WTCN-TV [AT DEADLINE, Feb. 15].

Edgar, Watters Promoted By RCA International

THE PROMOTION of H. C. Edgar and Albert F. Watters to newly-created administrative posts in the RCA International Division were announced last week by Meade Brunet, RCA vice president and the division's managing director.

Mr. Edgar, formerly merchandising director of the division, was advanced to director of export. He has been with RCA since 1924.

Mr. Watters, formerly vice president in charge of personnel for the RCA Victor Division, was promoted to director of associated company operations for the division. He joined RCA's tube manufacturing plant in Harrison, N. J., in 1935.

Christensen Named V. P., Chief Engineer at CBS Labs

APPOINTMENT of John W. Christensen as vice president and chief engineer of the CBS Labs Division was announced last week by Dr. Peter C. Goldmark, newly named president of the division.

MR. CHRISTENSEN

With CBS Labs since 1946, Mr. Christensen is credited with participating in a number of the division's color tv developments, including the CBS field-sequential system of color and the more recently unveiled CBS Chromacoder, which permits use of a single-tube camera in colorcasting under the compatible standards approved by FCC.

In 1941-42 he was on the engineering staff of KSL Salt Lake City, and during World War II he was associated with the radio research labs of Harvard U. in the development of vhf and uhf antennas, receivers and direction-finding system for aircraft and guided missiles.

MANUFACTURING SHORTS

Hamlin Inc., Evanston, Ill., announces development of new hermatically sealed switch which is said to require exceptionally low loading of the activating system. Further information may be obtained from (Hamlin Inc.), Dept. B-8, 1316 Sherman Ave., Evanston, Ill.

Hunt Capacitators (Canada) **Ltd.** has been formed by Canadian Marconi Co., Montreal, and Hunt Capacitators Ltd., London, England, and will have production plant at Ajax, Ont., near Toronto, to make condensers for electrical and industrial markets. K. A. Jackson of Canadian Marconi Co. has been appointed general manager with R. A. Grouse of the English parent company as chief engineer. Products of the new company will be marketed by the electronic tube and components division of Canadian Marconi Co., Toronto.

Clum Manufacturing Co., Milwaukee, Wis. (automotive equipment, specialty manufacturers), announces publication of latest catalog on electronic parts and units. Copies available on request to the company.

Andrea Radio Corp., Long Island City, N. Y., demonstrated a color television set with a viewing area equivalent to a 12½ inch black-and-white tube before a group of distributors last week. Spokesmen said it is expected to be in production in limited quantities during the second and third quarters of this year. President Frank A. D. Andrea said price would be competitive with those of other manufacturers' better-quality color lines.

Earl W. Daugherty Film and Sound Services Inc., N. Y., announces the Telecorder, 16mm sound motion picture film, offering an "off-the-air" recording service for advertising agencies as a research, a direct sales tool or for competitive analysis. Telecorder Studios have been opened at 84-54 63d Ave., Rego Park, Queens 79, N. Y.

Electronic Fabricators Inc., N. Y., announces it is now geared to offer its Type MH capacitators for delivery in quantity. Type MH is a line of high quality, close tolerance, miniature, plastic film capacitators. Illustrated brochure with complete specifications, dimensions, and test data will be sent upon request to Tech. Pub. #154, Electronic Fabricators Inc., Dept. I, 682 Broadway, N. Y. C.

Atlas Sound Corp., Brooklyn, has placed on the market new model MS-25 microphone stand which incorporates a "safety air-lock cushion" that is said to prevent accidental or sudden slippage of the stand's telescoping section. The safety mechanism is said also to prevent damage to the microphone that could result from severe mechanical shock.

Stephens Manufacturing Corp., Culver City, Calif., announces a new loudspeaker system featuring a fully expanded exponential rear horn and incorporating many new improvements in true fidelity audio reproduction. Named The Continental, it will be marketed immediately under the firm's Tru-Sonic label.

Sandor Products Inc., Ferndale, Mich., announces Divyd-ette usable for television backdrop purposes or as a studio divider. Consisting of three vertical louvers attached to a self-sustaining frame, Divyd-ette is adjustable and easily movable; the louvers may be set at any angle for different lighting effects. Available in three units, starting price is $37.95.

Berlant Assocs., L. A., manufacturers of Concertone tape recorders, announces a new multi-channel mixer, identified as Model MCM-2, designed for both high and low impendance circuits. Mixer and accessories are available for immediate delivery.

Diamond Manufacturing Corp., Wakefield, Mass. (RF coaxial connectors), appoints J. T. Hill Sales Co., L. A., sales representative in Southern Calif. and Ariz.

Zenith Radio Corp. announces production of six new phonograph and combination phonograph-radio models, plus 19 new tv receivers.

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Station	Power	Band	Use
Gates Radio Co.			
KCAL Redlands, Calif.	1 kw	am	new station
WPGC Morningside, Md.	250 w	am	new station
WKMI Kalamazoo, Mich.	5 kw	am	power increase
Radio Corp. of America			
WMIN-TV, WTCN-TV Minneapolis	50 kw	tv (ch. 11)	power increase

CUT OUT FOR YOU!

SELL to the market in which 73% of OKLAHOMA'S retail sales are made...

with a station whose coverage is concentrated 98% therein!

Yes, WKY is powered and programmed exclusively for Oklahoma.

WKY RADIO

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
Farmer-Stockman • WKY-TV
Represented by THE KATZ AGENCY

Czechs Adopt 1-Station Wired Radio Network

U. S. Information chief Streibert sees communist move as counter-measure to increasingly effective free world broadcasts.

CZECHOSLOVAKIA is getting closer to its Big Brother, the Soviet Union, by adopting the Russian's method of radio control.

CZECHOSLOVAKIA

As Theodore C. Streibert, director of the U. S. Information Agency, sees it, this greater radio control "is designed as a counter-measure to the increasingly effective Voice of America and other free world broadcasts such as Radio Free Europe."

But Mr. Streibert says the system of a wired radio network, which the Czechs are adopting, will not shut off free world broadcasts because there is a radio set for every five persons in the country. This assumes that greater counter measures, perhaps outright seizure of sets now operating, are not taken by the government.

Mr. Streibert said the information was in the Czech communist daily newspaper, *Lidova democrakie*.

Under the control method, individuals can plug in their radio set, of simple construction, to receive by wire the official, local radio station that broadcasts communist propaganda. Also, loudspeakers are set up in public squares, recreation centers, assembly halls and market places. That type of captive audience broadcasting bars the broadcasts being turned off.

Mr. Streibert says the control broadcasts had been tried sporadically before, but he indicated that this time the Czech government means business.

Everybody Uses Canada Local Radio—CARTB

EVERY type of business uses local radio in Canada. This is believed proven by a survey made by the Canadian Assn. of Radio and Television Broadcasters. Ninety percent of all Canadian independent English-language stations co-operated on the survey which covers local advertisers using 84 stations during November 1953. The result is shown in a 190-page mimeographed book with foolscap size pages. More than 10,000 local radio advertisers are listed in 12 major group headings.

CANADA

Pat Freeman, director of sales and research for CARTB at Toronto, declared "salesmen can use this study by going through its pages to match their local sales pattern, category by category. As they do, they will realize that 'Radio Sells Everything,' from hair restorer to superfluous hair remover; from Volkswagons to Packard; from ice to fuel; from fertilizers to florists!

"A local account not using radio will be surprised how many firms, engaged in his type of business, do sell by radio."

Mr. Freeman has indexed his study, which occupied almost the full time of the Toronto CARTB office for six weeks, by groups and categories. He has arranged all categories in an approximate geographical order, so that salesmen can use experience closest to home in bringing the results of the study to local advertisers. In the 12 main groups there are numerous divisions, making for a total of 130 categories in all.

The 12 main groups in the survey cover amusements, automotive, building, clothing, department stores, farm and food, organizations; personal, general and home services; and a miscellaneous group. As an example of how each group is divided into categories, the amusement group is divided into seven categories consisting of theatres, entertainment and entertainment centers, sporting goods stores, sports organizations, golf schools and driving ranges, bowling alleys, dance halls and dance instruction.

As a result of the study Mr. Freeman found that 900 automobile and truck dealers use local radio, that electric appliance stores and allied services using local stations number 580, and that the same number of jewelers use local Canadian radio stations.

Mr. Freeman hopes to be able, at a later date, to do a more thorough coverage of the local radio field for the entire year. A French-language station survey may also be made at a later date.

WBEN has personalities—plus. They add *personal* punch to your sales message. Buffalo-area audiences *believe* WBEN personalities.

Call or Write any CHRISTAL Office in New York, Chicago, San Francisco, Boston or Detroit.

BUFFALO EVENING NEWS STATION

Three Tv Outlets Plan Early Start in Canada

THREE more Canadian tv stations are slated to go on the air soon, with CKCO-TV Kitchener, Ont., on ch. 13, making its first official telecast on Feb. 21. On March 15 CHSJ-TV St. John, N. B., ch. 4, becomes the first Canadian tv station east of Montreal. Canadian Broadcasting Corp. has announced that CHSJ-TV will join the CBC tv network as a basic non-interconnected station, with Class A rate of $165 an hour and earning regional discount as a basic station of CBC Atlantic region tv network.

CANADA

CHCH-TV, Hamilton, Ont., ch. 11, is now slated to go on the air on April 15, with nine hours daily on the air, from 3 p.m. to midnight Monday thru Friday, and two or three more hours on weekends.

Payments in Canadian Dollars Advised for CARTB Members

WITH CONTINUING fluctuations in Canadian dollars in terms of U. S. dollars, the board of directors of the Canadian Assn. of Radio & Television Broadcasters has recommended to its members that they request payment for time on Canadian stations in Canadian funds. Canadian dollars for the past 18 months have been worth more than U. S. dollars on the international money market, varying from one to five cents over the U. S. dollar. CARTB officials have taken the matter up with financial organizations and the government's Bank of Canada, and the result is that Canadian stations will ask for payment for U. S. advertising on their stations in Canadian dollars or its equivalent in U. S. dollars. For most of the war and postwar years U. S. dollars were at a premium over Canadian dollars, but with the return of the Canadian dollar to the free market, it is today worth more than the U. S. dollar.

CANADA

CARTB SETS AGENDA FOR QUEBEC MEET

ACCENT on new sources for radio accounts marks the agenda of the 29th annual meeting of the Canadian Assn. of Radio and Television Broadcasters at the Chateau Frontenac, Quebec, Que., March 22-24.

CANADA Representatives from at least four nations will take part in the sessions which will be opened by Goar Mestre, Radio Centro, CMQ Havana. This marks the first time a representative of the Inter-American Assn. of Broadcasters has been present at a Canadian convention.

Speaker at the opening day dinner will be Malcolm Muggeridge of London, England, editor of *Punch* and vice-president of the Popular Television Assn. He has been active in promoting development of commercial tv in Great Britain in competition to the British Broadcasting Corp.

Opening convention morning will also feature Don Henshaw, account executive of MacLaren Adv. Ltd., Toronto, who will discuss the free broadcast press, outlining the development of radio as electronic publishing. Afternoon session of first day will include business panels on sales headed by Paul Mulvihill, station representative at Toronto; programming panel chairmanned by Al Hammond, manager of CFCF Montreal; and a panel on new ideas in broadcasting headed by Donald Jamieson, CJON St. John's, Newfoundland.

Tuesday morning will be annual meeting of the Bureau of Broadcast Measurement, and the following sessions on Tuesday and Wednesday will be for members and associate members only, dealing with internal CARTB problems.

Cuba as Latin American Film Center Discussed in Havana

REUB KAUFMAN, president of Guild Films Co., New York, conferred in Havana last week with Cuban tv officials on their plans to establish Cuba as a television film center in Latin America.

CUBA Mr. Kaufman, invited to Havana by the tv executives there, reported that the Cuban tv industry is interested in producing half-hour and 15-minute programs with Latin-American backgrounds and in marketing them in the U. S. and Latin America.

U. S. Shows Split Rating Honors With Canada—E-H

HALF the top ten evening network shows in Canada during January were of U. S. origination, and half were produced in

CANADA Canada, according to national ratings released by Elliott-Haynes, Ltd., Toronto.

Leading were *Our Miss Brooks*, rating 26.4, *Radio Theatre* 25.7, *Amos 'n' Andy* 25.7, *Ford Theatre* (Canadian) 18.7, *The Tylers* (Canadian) 17.6, *Great Gildersleeve* 17.6, *Showtime* (Canadian) 16.2, *Wayne & Shuster* (Canadian) 16.2, *Suspense* 15.7, and *Treasure Trail* (Canadian) 14.7.

Five leading daytime shows were of U. S. origination, being *Ma Perkins* 16.9, *Pepper Young's Family* 14.6, *Right to Happiness* 14.4, *Life Can Be Beautiful* 13.9, and *Road of Life* 13.8.

In French-language evening shows most popular continues to be *Un Homme et Son Peche* with rating 43.6, followed by *La Famille Plouffe* 27.9, *Le Survenant* 27.7, *Metropole* 25.5, and *Tambour Battant* 25. The first five French-language daytime shows in January were *Jeunesse Doree* 33.6, *Rue Principale* 33.5, *Je Vous ai Tante Aime* 32.4, *Les Joyeux Troubadours* 30.6, and *Vie de Femmes* 30.4.

FOREIGN visitors at RCA Victor Engineering Products Division's 19th tv technical training program last week at Camden watch a demonstration of RCA's Type TK-11 monochrome tv camera by E. T. Griffith (on platform), RCA broadcast promotion manager. Others (l to r): William Batista, Rio de Janeiro, Brazil; Narendra K. Jain, New Delhi, India; Felipe Urbaneja Sucre, Caracas, Venezuela; Jorge Edo, Sao Paulo, Brazil; Y. Katsuse, Shizuoka, Japan. The program ran Monday through Friday.

Canada Radio Homes Up

LATEST SURVEY of the Canadian government's Dominion Bureau of Statistics, Ottawa, shows that at the end of September 1953 there were 3,511,000 homes in Canada

CANADA with one or more radio sets, up from 3,144,000 in June 1951, when the decennial census was taken. This leaves only 130,000 homes in Canada without radio receivers.

Canadian Tv Sets—590,221

LATEST COUNT of television sets in Canada to the end of 1953 totals 590,221. This figure is based on data of the Radio & Television Mfrs. Assn. of Canada. It shows

CANADA greatest concentration continuing in the Toronto-Hamilton-Niagara Falls area with almost 265,000 sets, with the rest of Ontario accounting for another 132,000 sets, mostly near the U. S. border.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

THE NAME IS

Loved by thousands

A barrel of fun

Radio's "Coffeehead"

Sells everything

Every morning 6 to 10

Nearly everyone listens

Larsen's the name and WEMP is the station. Milwaukeeans know THAT combination means the best in radio.

And so do these national advertisers: Robert Hall, Oxydol, Bayer Aspirin, Borden's, Omar, Household Finance, Squirt, North American Airlines, Blutone Oil and a dozen more.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.*

CALL HEADLEY-REED!

* Based on latest available Pulse ratings and SR & DS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

Oklahoma U. Sets Radio-Tv Conference

SOME 150 to 200 commercial and educational broadcasters and students are expected to attend the 12th annual Radio & Television Conference March 4-6 at the U. of Oklahoma at Norman, according to an announcement last week by Harry M. Lyle of the university's speech department and director of the conference.

The radio leaders, educators and students will attend from Oklahoma, Texas, Kansas, Missouri, Arkansas and Louisiana, Mr. Lyle said. Awards will be made for announcing, commercial copywriting and dramatic and non-dramatic productions, with Edgar T. Bell, KWTV (TV) Oklahoma City tentatively scheduled as speaker at an awards dinner March 5 at Oklahoma Memorial Union.

Broadcasting demonstrations will be made by schools and sessions will be held by radio-tv news directors, tv station managers, radio executives, tv art directors, broadcasting sales managers, commercial managers, production managers and students.

Speakers List

Speakers will include: D. C. Sperry, advertising director, Oklahoma Tire & Supply, Tulsa, on "The Missing Link in Today's Radio and Tv Advertising"; Leona Scott, radio director, Arkansas State Teachers College, "How to Make Best Use of a Small Station With a Limited Budget"; Cedric L. Crink, Southwestern State College, Weatherford, Okla.; M. H. Bonebrake, president, KOCY Oklahoma City; Cy Casper, president, WBBZ Ponca City, Okla.; Elaine Tucker, Oklahoma City Schools; Bill Morgan, general manager, KNOR Norman; S. R. Worsham, program director, KBTV (TV) Denver; Roy Bacus, commercial manager, WBAP Ft. Worth; Robert C. Currie Jr., program director, KEDD Wichita; George Gow, KANS Wichita; Bill Hoover, general manager, KADA Ada and KWSH Wewoka.

Drops D. C. Educ. Bid

CITING lack of federal assistance, the board of education of the District of Columbia voted last Wednesday to drop its application before FCC for reserved noncommercial educational uhf ch. 26 at Washington. Action clears the way for the forthcoming bid of the Greater Washington Educational Tv Assn., nonprofit group representing various educational and cultural interests in the nation's capital.

Chicago Educational Tv Considers Manager

RICHARD B. HULL, director WOI and WOI-TV, Ames, Iowa, and Kenneth Bartlett, head of Syracuse U. radio-tv center, are being considered for the general managership of the Chicago educational tv outlet, it was reported last week.

This was confirmed by the Chicago Educational Television Assn., licensee of WTTW (TV), which plans to begin operation by year's end. Other prospects also are under consideration, it was explained, and a staff will be selected shortly.

Edward Ryerson, CETA president, announced Thursday that a change in studio plans is under study. He said the association is giving favorable consideration to the Museum of Science and Industry as a site instead of Manley Vocational School. If the former is chosen, CETA's goal of $1,100,000 for construction and first two years of operation will be scaled down at least $100,000, a spokesman said.

PLANS for the second annual WBT-WBTV (TV) Charlotte $5,000 college scholarship competition are discussed by (l to r) Charles H. Crutchfield, executive vice president-general manager of WBT-WBTV; Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., licensee, and J. Robert Covington, assistant vice president for sales and promotion.

WAAM (TV) Holds Regional Tv Seminar for Students

THE Fourth Annual Regional Television Seminar, sponsored by WAAM (TV) Baltimore and five universities, will be held in Baltimore Feb. 26-27, it has been announced by Ken Carter, WAAM general manager.

Subject for the seminar will be "The Local Television Station." Speakers, active in television, will speak to college students from the East and Southeast on career opportunities in local television and the various phases of operating a station.

Clair R. McCollough, Steinman radio and tv stations, is chairman of the Orientation Meeting Friday morning. Carl Haverlin, BMI president, will address the annual dinner Friday, and James O. Luce, chief timebuyer, J. Walter Thompson Co., will speak on the "Evolution of a Commercial" at the Saturday afternoon session.

Sponsoring colleges are American U., Johns Hopkins U., U. of Maryland, U. of North Carolina and Temple U. Fee charged students is $5, covering meetings, copy of the proceedings and four meals.

Stone to Manage KUOW-TV, U. of Washington Outlet

LOREN B. STONE, general manager of KBRO Bremerton, Wash., and active in Pacific Northwest commercial broadcasting since 1931, has been named manager of noncommercial educational KUOW-TV Seattle (ch. 9), it was announced last week by H. P. Everest, vice president of the U. of Washington and chairman of the proposed station's advisory board. Target date for actual telecasting is next fall.

Mr. Stone said Bruce Bartley, owner of KBRO, has assumed managership of that station also.

Prior to his KBRO assignment, Mr. Stone had been with KIRO Seattle 16 years, the last seven as general manager. He started in 1931 with KOMO Seattle.

Advertisers

Philip S. Barber, manager, Columbia Records Div., H. R. Basford Co., S. F., named vice president of sales and advertising. **Patrick Butler** replaces Mr. Barber and **Paul McKimmie** becomes sales supervisor, record dept.

Roy Westly, Los Angeles city sales manager, Pabst Brewing Co., to Lucky Lager Brewing Co., same city, as assistant sales manager in charge of promotion in area.

R. Douglas Ross, formerly account executive, Martin & Tuttle Adv., Seattle, appointed advertising and public relations director, Van de Kamp's Holland-Dutch Bakeries Inc., same city.

Kenneth D. Myers, advertising manager, Robert Gair Co., American coating mills, Chicago div., appointed sales promotion director. He will continue to handle advertising.

Jerry Luboviski and **Earl M. Welty,** both assistants to vice president, public relations and advertising, Union Oil Co. of Calif., L. A., named manager of public relations and advertising, and manager of press relations, respectively.

Robert E. Massa, purchasing dept., General Foods Corp., named manager of newly-created merchandising aids dept. in General Foods' corporate marketing office. Other appointments in new department: **Ray Dubrowin,** as manager of display material, and **Edward G. Sawyer,** as manager of premium section.

Agencies

Arthur P. Livingston, director of merchandising, McKee & Albright Inc., Phila., appointed vice president of that agency.

Paul Brickman, account executive, Fuller & Smith & Ross, Chicago, elected a vice president.

Irwin Solomon, copy director, Al Paul Lefton Adv., Phila., appointed vice president of that agency.

Robert C. Alexander, manager of radio-tv dept., Ward-Wheelock Co., Phila., named vice president in charge of radio-tv for that agency.

Robert Mandeville, manager, Everett-McKinney Inc. Chicago office, named vice president in charge of eastern sales, headquartered in New York. **Robert Meskill,** formerly of O. L. Taylor Co., succeeds Mr. Mandeville in Chicago.

A. Joel Robinson, creative art director, David D. Polon Adv., N. Y., appointed executive vice president. He will direct an expanded department for new client services for product design, packaging, promotion and direct mail.

John H. Riordan, account executive, Roy S. Durstine Inc., L. A., transfers to N. Y.

Willard R. Ginder, formerly of Leeds & Northrup, to Harris D. McKinney Adv., Phila., as account executive.

Gean Boroughs named account executive and new business manager, White Adv. Agency, Tulsa; **Ben Brown** named to creative staff, that agency's Hollywood office.

MR. METIVIER

Kenneth Metivier, formerly assistant to vice president of sales, U. S. Steel Supply, Chicago, named general manager in charge of office production and advertising production, Warner, Schulenburg, Todd & Assoc., St. Louis.

George Wolf, director of radio and tv, Geyer Inc., N. Y., elected a vice president of the agency.

Samuel H. Northcross, vice president and manager of tv production dept., William Esty Co., N. Y., appointed director of tv for that agency.

Ralph Nelson, vice president, Abbott Kimball Co., N. Y., appointed assistant to **Abbott Kimball,** chairman of agency. **William L. Braun** has been promoted to post of art coordinator and **Joseph J. Kiebrick** to production coordinator, same agency.

MR. SAZ

Harry Saz, producer-director and in charge of public relations on the West Coast for Ted Bates & Co., Hollywood, transferred to New York as business manager of the overall radio-tv dept.

Herbert Daniels, former retail sales manager, Montgomery Ward & Co., appointed merchandising manager of Tatham-Laird Inc., Chicago.

Gordon Hearne, sales and advertising manager, Selectric Products Co., Lynwood, Calif., to W. H. Hunt & Assoc., L. A., as assistant account executive.

Jack D. Gifford, formerly writer-producer, WLW Cincinnati, named assistant account executive and senior copywriter, Peck-Heekin Adv., that city; **Miner Raymond III** named creative director, same agency.

Albert Goldman, formerly with Ad Composition, Cleveland, to BT Adv. Agency, same city, as account executive; **Jerry Carr,** formerly manager, WFPA Fort Payne, Ala., to head radio-tv and publicity, BT Agency.

Robert Erwin, American Viscose Corp., to John Falkner Arndt & Co., Phila., as assistant account manager.

Clark F. Ross, founder and general manager, Ross Advertising Agency, St. Louis and Kansas City, to Walter McCreery Inc., Beverly Hills, Calif., as director of industrial division.

Robert G. Lurie, account executive; **Morton B. Elliott,** merchandising, copy and contact man; **Marianne Baer,** radio-tv copy and presentation, and **Gertrude C. Fitze,** production and traffic manager, to Lawrence C. Gumbinner Adv., N. Y.

Paul Jeans, assistant production manager, Harvey & Porter Adv. Agency, Portland, Ore., named production manager and tv director.

Kathryn C. Brandon, account manager, Dan

Yes, in Pennsylvania, 1 buy covers 3 . . . when that one buy is WJAC-TV, Johnstown.

Based on October '53 Hooper standings, WJAC-TV is . . .

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 4-station market)

FIRST in Altoona
(a 2-station market)

If you want to blanket the rich southwestern Pennsylvania market . . . and do it for the minimum amount of wampum . . . buy the 1 that covers 3. . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Send up a smoke signal or . . . Get full details from your KATZ man!

Lawrence Co., San Diego, Calif., adds duties of publicity director.

William A. Dunkle, advertising manager, Heinley Mastercraft Products, L. A., to Edward S. Kellog Co., same city, as copy director.

Richard B. Burton, Meredith Publishing Co., to N. W. Ayer & Son's Philadelphia office unit of the Plymouth cooperative advertising program, and **Anne Roberts,** film director, WLWD (TV) Dayton, to traffic section, Ayer's radio-tv dept. in New York.

Mercilie Bignasco named assistant treasurer, Guild, Bascom & Bonfigli Inc., S. F.

Nancy Cordeal, KOA Denver, to Diamond & Sherwood Inc., S. F., in media and production department.

Mildred Bergman, assistant traffic manager, The Wexton Co., N. Y., promoted to traffic manager.

Samuel Sidlofsky named radio and tv director, Grosberg, Pollock and Gwartzman Ltd., Toronto.

Llewellyn F. Lewis, editorial dept. *Toronto Telegram,* to John McKenney Bingham Ltd., Toronto, as radio director.

Ray Young, McCann-Erickson, N. Y., to Lennen & Newell, N. Y., as a copywriter.

William H. Naney, formerly in charge of radio-tv for American Red Cross in 16-state midwestern area, to Krupnick & Assoc., St. Louis.

Edward Barnes, vice president and account supervisor of plans board, Young & Rubicam, N. Y., to retire Feb. 26.

Robert M. Marks, former senior account executive and member of plans board, Silberstein & Goldsmith, opens own agency, Robert M. Marks & Co., at 32 E. 57th St., N. Y.

Douglas Calverley, Safeway Stores Inc., S. F., forms own advertising agency, Douglas Calverley Co., with offices at 785 Market St. same city. Telephone is Sutter 1-8644.

Frances Johnson, secretary to **Al Kaye,** vice president in charge of West Coast operations, Benton & Bowles Inc., Hollywood, and Vernon Pellouchoud were married Feb. 20.

Peggie Jones, radio-tv dept., Doherty, Clifford, Steers & Shenfield, N. Y., is to be married Feb. 28 to James McDonnel of Richmond Hill, N. Y.

Stations

Cliff Bennett, sales account executive, KSWI Council Bluffs, Iowa, to KMTV (TV) Omaha, in same capacity; **Frank Peddie** promoted to regional sales manager, KMTV (TV).

Harry Diner, formerly with Music Corp. of America, to KPIX (TV) San Francisco, as account executive; **Tony Bomba** promoted to technical director, same station.

William S. Clear, sales and promotion manager, WRTA Altoona, Pa., promoted to manager, according to announcement from **Roy F. Thompson,** general manager and 30-year pioneer in radio.

MR. KANE

Harold E. Kane, formerly in charge of receiver and monitoring stations, Radio Free Europe, to WRNY Rochester, N. Y. as technical director.

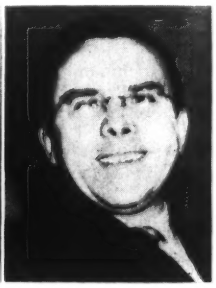
Alice O'Hare, formerly assistant chief program coordinator, DuMont Tv Network, N. Y., appointed program manager, WGLV-TV Easton, Pa. **Pete Gallagher,** WCAU-TV Philadelphia, to WGLV-TV, as production manager, and **Ira Harsell,** WSTC Stamford, Conn., named musical director, WGLV-TV.

Lacy S. Sellars named program director, WBTV (TV) Charlotte, N. C., succeeding **J. William Quinn,** promoted to managing director, WPDV (TV) Florence, S. C. Both stations are owned by Jefferson Standard Broadcasting Co.

Varner Paulsen, assistant program director, WIP Philadelphia, named program director, succeeding Murray Arnold who has resigned.

Gene Roth, program director, KXLY Spokane, promoted to program director, KXLY-TV, with **Martin Koschmann,** chief announcer, KXLY, succeeding Mr. Roth.

MR. ROTH



MR. KOSCHMANN

Howard C. (Pat) Clark, formerly assistant to advertising and promotion director, WOR New York, appointed continuity and sales promotion director, WSOK Nashville, Tenn.

Si Palmer, KGNC Amarillo, to KOA-TV Denver, as director.

MR. MELSON

Bill Melson, assistant program director, WBT Charlotte, N. C., appointed program director.

Charles E. Jackson, KFMB-TV San Diego sales staff, promoted to local sales manager.

Ralph Wallace, formerly manager, WABI Bangor, Me., to WHAM-AM-TV Rochester, N. Y., as director of promotion and publicity.

Harry E. Travis, formerly general manager, WBKZ-TV Battle Creek, Mich., to WNEM-TV

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

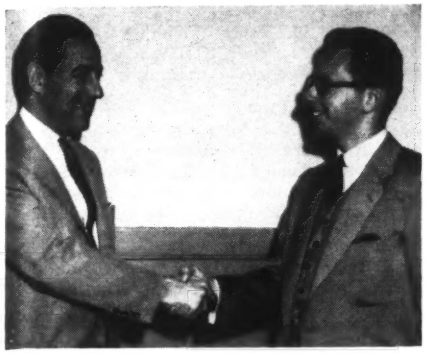
To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUINT-CITIES AM - FM AND TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager



NORMAN A. GITTLESON (l), manager of WJAR-TV Providence, R. I., greets Jay Hoffer, the station's new promotion manager. Mr. Hoffer formerly was promotion manager of WICC-AM-TV Bridgeport.

Bay City (Saginaw) Mich., as administrative assistant to General Manager John H. Bone.

Art Berg, formerly with WNBQ (TV) Chicago, to sales staff, WBBM same city. **Nathan Shapiro,** formerly with WENR Chicago, to news staff, WBBM.

Howard P. Mendel, announcer-salesman, WELL Battle Creek, Mich., to sales staff, KHMO Hannibal, Mo.

Fred Stubbins, L. A. business manager, KSDO San Diego, to KCOP (TV) Hollywood, as sales coordinator. **Maida Severn,** former producer for now-disbanded Oxarart-Steffner Productions, Hollywood, to KCOP (TV) that city, as producer of *Hollywood on Tv* program, replacing **Madelyn Tuttle,** resigned.

Norman Cissna, sales manager, WTTV (TV) Bloomington, Ind., named assistant station manager.

MR. BRIGGS

Steve Briggs, formerly producer, WTTV (TV) Bloomington, Ind., to WISH-TV Indianapolis, as tv production manager.

Wes Quinn, sales staff, WTRY Troy, N. Y., to sales staff, WTRI (TV) Schenectady. Other additions: **William Carpenter,** to sales staff; **Florence Clow,** bookkeeper, and **Helen Marie Loeller,** traffic manager.

Dorothy Klock, tv supervisor, WNYE New York, board of education station, appointed production supervisor.

James H. Butts, studio supervisor, KBTV (TV) Denver, to KOA-TV same city, as tv operations supervisor.

Jo Anne Noll, formerly of WKY-TV Oklahoma City, to KLZ-TV Denver, as public service director.

Del Leeson, audience promotion manager, KDYL-AM-TV Salt Lake City, named director of newly-created planning and development dept. for that station.

Alan Bickley, KTUL Tulsa, to WKY-AM-TV Oklahoma City, as television announcer.

Cy Kassel, WKXL Concord, N. H., to WCCM Lawrence, Mass.; **John D. O'Connell** promoted to sports and news director, WCCM; **Hal Bishop** to same station as staff announcer.

Charles Edwards, program director, WPDQ Jacksonville, Fla., to WIS-TV Columbia, S. C., as announcer.

Bob Bohrer, WGVA Geneva, N. Y., and **Bill Edwards,** WSAY Rochester, N. Y., to WRNY Rochester. **George Li Butti** named chief announcer and **Harry Langton** assigned to announcing staff, same station.

J. Gordon French and **Phil Landman,** both WJPS Evansville, Ind., to KTHS Little Rock, Ark., as news editor and staff announcer, respectively.

Hud Stevens, disc jockey, WTRY Troy, N. Y., and **Dave Sauter,** staff announcer, WPRO Providence, to staff, WTRI (TV) Schenectady. **Ken Thomas,** formerly of General Electric's Electronic Park, Syracuse, to WTRI (TV) as studio engineer.

Walter Ross named administrative assistant, KXOK St. Louis; **Gilbert Legler** and **Charles Scott** join that station's engineering staff.

Henry J. Veenstra, former commercial manager, WKBZ Muskegon, Mich., returns to that station after five year absence.

F. E. Lackey, president, WHOP Hopkinsville, Ky., commissioned a colonel on Kentucky Governor Wetherby's staff.

Michael Wolfson, president, WTVJ (TV) Miami, received a plaque from President's Committee on the Physically Handicapped for his work toward helping find jobs for the handicapped.

Lawrence H. Rogers, vice president-general manager, WSAZ Inc., presented National Guard Meritorious Service Plaque of West Virginia National Guard for assistance given by WSAZ-TV Huntington to Guard activities.

Lester W. Lindow, general manager, WFDF Flint, Mich., presented Meritorious Service Plaque by National Guard Bureau, in recognition of station's support of National Guard from 1948-1953.

Charles Hye, manager, WGKV Charleston, W. Va., presented U. S. Air Force Award of Merit, in recognition of station's support of U.S.A.F. reserve activities during the past 15 months.

Freeman W. Cardall, business manager, WBAL Baltimore, received meritorious service plaque Feb. 10 in recognition of station's "outstanding service in the defense effort of the Army and Air National Guard."

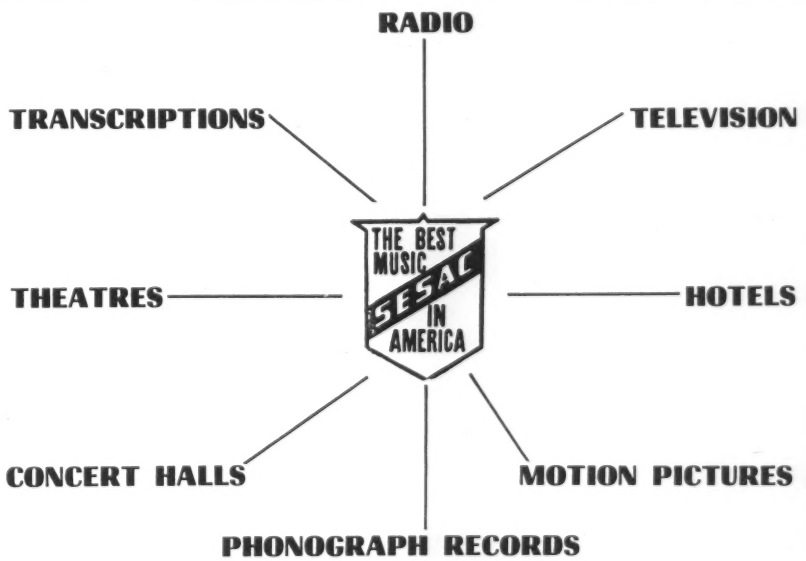
Jim Murray, promotion manager, Atlanta Newspapers Inc., licensee of WSB-TV same city, was selected as one of five outstanding young men in Georgia by State Junior Chamber of Commerce Feb. 14.

Jack Ellsworth, program director and disc jockey, WALK Patchogue, N. Y., father of boy, Gary Frederick, Feb. 11.

Dix Harper, farm news director, WLS Chicago, father of boy, Tod Dixon, Feb. 8.

Networks

F. Willard Butler, WJW Cleveland, to radio spot sales office, NBC Central Division. **Robert H. Anderson,** formerly with Moloney, Regan



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE NEW YORK 17

& Schmitt, to tv spot sales office of NBC Central Division.

John J. Dunn, chief producer, CBOT (TV) Ottawa, to assistant to program organizer, Canadian Broadcasting Corp., Toronto. **Mavor Moore,** chief producer, Canadian Broadcasting Corp., resigns to take part in Canadian Shakespeare Festival at Stratford, Ont., this summer. **Jack Simonsen,** Canadian Broadcasting Corp. engineering div., appointed technical director, CBHT (TV) Halifax, which is to be on the air by late autumn.

Gilbert Thomas, Hollywood freelance radio writer, to ABC Radio, that city, as staff director.

Virgil Pinkley, Don Lee Broadcasting System newscaster, and editor-publisher, *Los Angeles Mirror,* scheduled as principal speaker at annual awards dinner, Oregon Advertising Club, Portland, tomorrow (Tuesday).

G. E. (Buck) Hurst, manager, CBS Radio Spot Sales, L. A., and Harline Ward were married Feb. 11.

Bert S. West, sales manager, Columbia Pacific Radio Network, Hollywood, father of daughter, Melinda, Feb. 8.

Gene Webster, writer-producer, Columbia Pacific Radio Network, Hollywood, father of son, Shaun Michael, Feb. 4.

Film

Dale Sheets, account executive, United Television Programs Inc., Hollywood, promoted to assistant national sales manager. **Glen Truly,** WCBS New York, joins UTP office, that city, and **Karl Von Schelleran,** formerly with *Esquire* magazine, to UTP Chicago office as account executives.

William E. Huston, sales manager, air music div. of Musak Corp., and **B. P. Fineman,** former producer for MGM, Paramount and RKO Pictures, join commercial dept., Screen Gems Tv, as account executives in New York.

Robert Joseph, publicity director, Greene-Rouse Productions, to Kling Studios Inc., Hollywood, as publicity-promotion director.

Joe David, Consolidated, Precision and Mecca Film Labs., to Circle Film Labs., N. Y., as director of production and quality control.

John Bagni, 43, motion picture-radio-tv writer, died after a heart attack, Feb. 13.

Manufacturers

Charles H. Coombe, eastern sales manager and national retail merchandising head, Motorola Inc., named manager of Florida operations for tv receiver div., Allen B. DuMont Labs.

Cliff Knoble, formerly advertising and sales promotion director, Eureka Williams Corp.'s vacuum cleaner div., appointed advertising manager, Raytheon Mfg. Co.'s tv-radio division.

R. V. Jenson, salesman, Minneapolis branch, Graybar Electric Co., promoted to manager of newly opened branch of the company at Sioux Falls, S. D. Branch office at Aberdeen, S. D., has been closed.

John E. Gillin appointed manager, General Electric radio and tv dept., Cincinnati.

Joseph M. Coleman, J. Walter Thompson Co., N. Y., to Sylvania Electric Products Inc., radio and tv picture tube divisions, as merchandising assistant.

Jay M. Allen, works manager, Westinghouse tv-radio plant, Sunbury, Pa., named assistant manager of operations for Westinghouse tv-radio div. at Metuchen, N. J. He will supervise manufacturing operations at both plants.

Robert Finch, manager of sales financing, Avco Mfg. Corp., N. Y., appointed manager of distributor and dealer financing, Capehart-Farnsworth and Coolerator divisions of IT&T.

Richard D. Lewin, formerly with Carl Byoir & Assoc., to press relations staff of the long lines dept., AT&T, N. Y.

Bill Irvin, formerly radio-tv editor, Chicago *Sun-Times,* to public relations dept., Admiral Corp.

Carmine Masucci, formerly of engineering dept., Sylvania Electric Products Inc., to CBS-Columbia as a senior project engineer in advanced development dept.

Raymond L. Johnson, formerly an engineer with Public Service Electric & Gas Co., Newark, to Allen B. DuMont Labs. Inc., Clifton, N. J., as technical sales engineer in instrument division.

William B. Shantz, in charge of market analysis, Pabco Products Inc., S. F., to sales div. of Ampex Corp., Redwood City, Calif., (magnetic recording equipment), in executive capacity.

Benjamin Abrams, president, Emerson Radio & Phonograph Corp., to speak on current status and future of electronics industry in luncheon address before Baltimore Adv. Club March 17.

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A., named chairman of media committee for Southern California observance of Brotherhood Week, sponsored by National Conference of Christians and Jews, Feb. 21-28.

Trade Associations

John Mather Lupton, president, John Mather Lupton Co., advertising agency, N. Y., elected to board of trustees Theodore Roosevelt Assn., which is dedicated to the preservations of the ideals and memory of Theodore Roosevelt and development and maintenance of his home.

John A. E. McClave, executive vice president and treasurer, Lewis & Gilman Inc. Phila., elected to board of directors, Philadelphia Society for Crippled Children and Adults.

W. J. Singleton, president, Association Screen News Ltd., Montreal, elected president of Assn. of Motion Picture Producers and Laboratories of Canada. **Pierre Harwood,** Omega Productions, Montreal, elected vice president.

James T. Aubrey, Jr., general manager of Columbia Television Pacific Network; **Barbara Britton,** co-star of CBS-AM-TV *Mr. and Mrs. North*; **Danny Thomas,** star of ABC-TV *Make Room for Daddy*; **Harry Kolpan,** m.c.-packager with Christ-Koplan productions, and writer **Betty Mears** were elected new directors-at-large for Academy of Television Arts & Sciences.

Stanley Adams and **George Hoffman,** president and comptroller, respectively, ASCAP, will be among principal speakers at the society's semi-annual West Coast meeting in Los Angeles' Ambassador Hotel tomorrow (Tuesday). **L. Wolfe Gilbert,** board member and chairman of the West Coast committee will preside.

Joseph R. Matthews, western sales manager, A. C. Nielsen Co., S. F., elected a vice president. He will transfer to Chicago to direct sales activities of Nielsen station index.

MR. CONKLING

James B. Conkling, president, Columbia Records, elected president of Record Industry Assn., succeeding **Milton Rackmil** of Decca Records. Other officers elected: **Dario Soria,** Angel Records, and **Harry Kruse,** London Records, vice presidents, and **Frank Walker,** MGM Records, treasurer.

Bud Brees, WPEN Philadelphia, elected member of American Society of Composers, Authors & Publishers (ASCAP).

Representatives

Lionel Colton, who operated own radio station representative company in New York, to New York office, Walker Representation Co., station representatives, as vice president and account executive.

Michael Sweeney, national sales director, WPAT Paterson, N. J., to Headley-Reed Tv, television station representatives, as account executive.

Michael Membrado, timebuyer, New York office of Cunningham & Walsh, appointed to tv sales staff, New York office of The Katz Agency, national advertising representatives.

Milton Seropan, sales manager, Channel Films Inc., Pacific Grove, Calif., to Paul H. Raymer Co., S. F., as radio manager.

Recorded from life with utmost realism and fidelity.
Pressed on double faced 78 r.p.m. vinyl plastic discs.

..a complete record library

OVER 1000 SUPER *Sound Effects*

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

"A good sound buy since 1934"

Send 10¢ for 40 p. Catalog

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

The Tape That Mirrors the Original Sound

irish
BRAND
GREEN BAND **Professional**

THE FINEST TAPE YOUR RECORDER CAN USE

Just as the reflection of a perfect mirror is faithful to the original image, in every detail, so too does IRISH Green Band RECORD, RETAIN and REPRODUCE the original sound with flawless fidelity.

Instruments will reveal that IRISH Green Band offers lower noise level, uniform sensitivity, minimum amplitude variation, less distortion.

But instrument tests are only the landmarks of good design and production. The final proof is in the hearing. To appreciate the quality of IRISH Green Band, it must be listened to, and compared with other tapes on the same recorder.

You will find that the only limitation to IRISH Green Band quality is the limitation of the tape recorder itself . . . it is the finest tape your recorder can use.

irish
GREEN BAND
Professional

is fast becoming the choice of audio engineers in broadcast stations, recording studios and wherever sound quality is of paramount importance.

1200 feet on plastic reel.....$3.30 Net.
2400 feet on metal or fiberglas reel..$7.71 Net.

One day you will surely use IRISH . . . so write today for free sample reel.

SOUND RECORDING

At all leading radio parts distributors

ORRADIO INDUSTRIES, INC.
OPELIKA 9, ALABAMA
World's Largest Exclusive Magnetic Tape Manufacturer
EXPORT DIVISION: Morhan Exporting Corp., 458 Broadway, New York, N. Y.

AP newscasts give station

GOOD PROFIT MARGIN

...sponsor buys more

Everybody agrees that if a deal is profitable to both buyer and seller, the relationship will be a long and happy one.

At Pleasantville, N. J., Station WOND proposed a package of 4 daily newscasts to the Atlantic Cadillac & Pontiac Company, for used car specials. Price of the cars was reduced slightly each day until sold. So effective has been the program that the sponsor repeatedly has renewed the schedule and, in addition, has bought a one-hour Sunday show plugging new Pontiacs.

Says John G. Struckell, general and sales manager for WOND:

"Program ideas come and go, but with AP news in our station, we feel we always have a salable feature. And, too, the cost per program of AP news is so low, in comparison with other program material, that the station can realize a profit from newscasts with little effort."

and from still another station——

Station KOCA in Kilgore, Tex., reports the following experience with AP news—

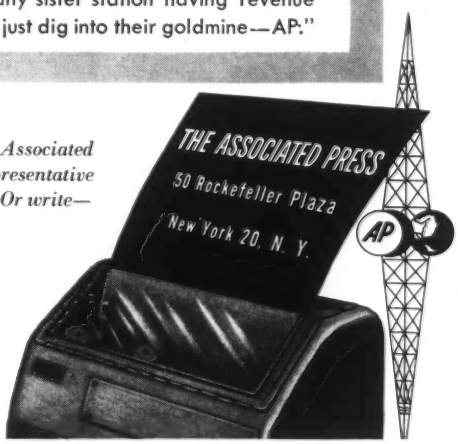
❶ In 1953, AP news consumed only 11% of station's broadcast time.

❷ In same year, AP news accounted for 28% of total station revenue.

❸ All of the station's special AP features have been sponsored since February, 1953.

Says Station Manager H. A. Degner: "Our advice to any sister station having revenue trouble is to just dig into their goldmine—AP."

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands . . .

know the most famous brand in news is AP

features

- An eloquent defense of freedom of the air. Page 90.
- How spot radio made Kools and spot tv established Viceroys. Page 91.
- Keeping the public informed about programs when newspapers won't print logs. Page 92.

Extra Spice in Ivar's Chowder

A NEW brand of clam chowder priced four cents higher than its nearest competitor has been turned into big business in Seattle thanks to radio and a new merchandising gimmick that sent sales soaring immediately after the product was introduced.

The new food item—Ivar's Clam Chowder—was given its promotional initiation by KOL Seattle. It sold so fast at a test store especially selected for the introduction that it is now available in most of the grocery markets in the Greater Seattle area. The continual ring of the cash register has prompted the Ivar firm to extend its original test schedule on KOL from 13 to 52 weeks.

When Ivar's Clam Chowder was attractively packaged and ready for sale radio was selected as the medium that would move it from the store shelf to the consumer's dinner table. The firm signed a 13-week contract calling for 10 spots a week on KOL's *John Forrest Show*, a daily morning program. The spots were originally run as teaser messages, saying that Ivar's Clam Chowder was soon to make its appearance in city markets.

During the teaser campaign Mahlon Taft and Paul Ellis of KOL's merchandising staff worked on the point-of-sale displays. Incorporated in their plans to make Ivar's soup a domestic hit was a relatively new merchandising aid to be used in the store along with the display—a message repeater. A correct decision on the length of the message was important. The merchandising men agreed to run the repeater for only 10 seconds. Its brevity reduced the chance of the shopper missing part of the message and eliminated the possibility of the store's personnel tiring of the message and shutting off the repeater.

A large super market in the Tradewell chain was chosen as the test store where a 15-case display of Ivar's Clam Chowder complete with the hidden message repeater was set up. Mr. Forrest returned to the picture by broadcasting the name of the store and its location over KOL. One day after sales began, 10 of the 15 cases brought into the test market had been sold.

The Tradewell management was so impressed with the demand for the new product that KOL got the go-ahead sign and set up the same sort of display using Ivar's soup in all 32 Tradewell markets.

Reports on the sales progress of the new product continued on *The John Forrest Show*. The shopper's response gave strong testimony to the power of radio. In one store, the 15-case display sold eight out of 15 cases during weekend shopping. In another market, seven cases were sold. One market reported that five out of 10 cases were sold in two and one half days.

The new product unknown two months ago has been firmly established as a repeat sales item in grocery stores throughout Seattle. Ivar's Clam Chowder has shown a sales increase of over 100% in some instances.

The firm attributes the immediate acceptance of its product—traditionally the slowest mover in the soup line—to KOL and its merchandising staff which kept reminding shoppers through the message repeater that their grocery lists wouldn't be complete without picking up a supply of Ivar's Clam Chowder.

An Editor's Defense of Freedom of the Air

No more eloquent argument for private operation of radio and television has recently been made than that appearing below. It was presented by Malcolm Muggeridge, editor of the celebrated British humor magazine, "Punch," in a debate with Lady Violet Bonham-Carter, an advocate of government control. Though Mr. Muggeridge's remarks dealt with the effort of private interests to break the British government monopoly of telecasting, they apply equally well, in principle, to the constant effort of private broadcasters and telecasters in America to keep the U. S. government from assuming more power over these influential communications media. Here is the text of Mr. Muggeridge's part of the debate, which was broadcast by the BBC Home Service.

I SHOULD like to begin by pointing out to you that it is only because we are still a free society that this controversy about commercial television arises at all. In Nazi Germany and Fascist Italy, in Soviet Russia and its satellites, in Franco Spain and Tito Yugoslavia, the matter was settled from the word go. The exigencies of dictatorship made it seem self-evident that a government agency must control radio, as all other communication media, whether written or spoken.

Are we to make the same assumption here as far as television is concerned? Or are we to take the admitted risks involved in ending the BBC monopoly, which Lady Bonham-Carter and her friends want to maintain in perpetuity, That, as I see it, is the basic issue. I am in favor of taking the risks. I want non-governmental—which means non-BBC—television, and the more varied and the more diverse, in purpose and control, it is, the better I want it, because I am convinced that only so can this formidable invention—the most formidable in the field of communications since printing—be used to nourish freedom rather than to promote conformity.

No one who has had anything to do with the BBC, particularly at its lower levels, can doubt that it is susceptible to official pressure. For instance, Sir Winston Churchill's voice was kept off the air at the time of Munich. Why? Lady Violet Bonham-Carter will tell you because the Conservative Party so decided. But the Conservative Party was in power at the time. It was, in effect, the Government. And there is no reason, so long as the existing arrangement is maintained, why other governments on other occasions should not likewise stifle the voice of reality, and impose their disastrous fantasies through the medium of a BBC vastly more potent, because of the invention of television, than it was in 1938.

Penalty of Government Control

I do not believe that, in the long run, a democracy can function when the most powerful single instrument for influencing public opinion is thus subject to decisive control by the government of the day. Such an arrangement must lead ultimately to servitude.

But, you will ask, will commercial television prove any readier than the BBC to allow the expression of views critical of official policy? I think it is reasonable to hope so. In any case, the mere existence of an alternative television system, not dependent on government funds, is, from my point of view, an immense gain. Let me refer you, in this connection, to the press. What keeps newspapers truthful (insofar as they are truthful) is one another —the fact that their exaggerations, their special pleading, their distortions, will necessarily be exposed, explicitly or by implication, in the columns of their rivals. Commercial television provides, it seems to me, the only present prospect of the BBC being subjected to a like salutary check.

The strongest criticism of commercial television has derived from its dependence on advertising revenue. Let me say at once that I have no liking for advertisements as such. If *The Times* or the *Manchester Guardian* could be brought out without all those columns of advertising matter cunningly arranged to catch the reader's eye, I might well prefer it. But, of course, I know this isn't possible. They, and every newspaper and periodical in the country (including *Punch*) would fold up tomorrow if deprived of advertising revenue. Highmindedness wouldn't carry the *Manchester Guardian* along unless fortified by the cotton trade, and even the *Observer* would wither on the branch if advertisers so took to heart its fulminations against advertising on the air that they applied them to the written word.

Advertising, in fact, is the price we pay for the freedom of the press, and I am quite prepared to pay a like price for freedom of the air. If there were some other way of procuring freedom of the air, so much the better. It's the freedom I want, not the advertising, which is only a means (and a very imperfect, and sometimes distasteful, means) to an end.

Mission and Megalomania

Opponents of commercial television say that the BBC has done a wonderful job and become the "admiration of the world." Why interfere with so admirable an arrangement? they ask. My own feelings in regard to the BBC are well this side of idolatry. I heartily endorse some very sensible observations made on the occasion of his resignation by the second Director General, Mr. Ogilvie—incidentally one of the few among the corporation's big brass to escape the occupational disease of megalomania. Mr. Ogilvie drew attention to the grave dangers, actual and potential, attendant upon the BBC's monopoly, with particular reference to its officials, who too often, he said, combined undue authority with a sense of mission. The same dangerous combination is even more apparent today.

Be that as it may, the introduction of commercial television will not involve any interference whatsoever with the BBC as it now exists. Mr. Dimbleby will continue to provide his fruity accounts of royal and other occasions; Mr. Gilbert Harding will continue to disport himself on the television screen; and those syrupy voices will continue at their allotted times to present each day's happenings. For those who so desire it, there will still be the BBC, the whole BBC, and nothing but the BBC. No one is going to drag Lord Halifax or Lady Violet Bonham-Carter or the Archbishop of Canterbury, or even Lord Reith [former director-general of BBC], kicking and screaming to look at commercial television—tempting as the prospect might be.

As for American television whose hideous example has so frequently and so ignorantly been cited, speaking as one who has listened and viewed often and long in different parts of the United States, I can only tell you that a very great deal of nonsense has been talked about it over here. In any case, it would be as unreasonable to expect commercial television in this country to be identical with American television as to expect the films produced by, say, Ealing Studios to be identical with those produced by Hollywood. Adverse comparisons of American with

(Continued on Page 92)

spot keeps Kools hot and booms Viceroys

KOOL was "made" by spot radio and Viceroy "established" by spot television.

Thus, unqualifiedly, did one Brown & Williamson executive hail the effectiveness of the sister media in selling the related brands of the Louisville manufacturer.

Kool and Viceroy, heavy users of spot, together will spend more than $9 million in radio and television this year. Brown & Williamson is considered one of the largest spot advertisers in the industry.

Since 1951 Viceroy has allocated 95% of its budget to television. That first year sales increased 44% and by 1953 had risen 300% over the pre-tv figure. Today Viceroy is considered the largest selling filter-tip cigarette in the country.

Viceroy began with a spot television schedule in 1951, then expanded a year ago to include a network show, *The Orchid Award* (ABC-TV, Sundays, 9:15-9:30 p.m.) while continuing to run its spot campaign. The announcement schedule includes three to six 20-second spots in Class A time, weekly, on more than 200 stations. The agency buys top evening adjacencies wherever possible. Contracts are not seasonal but continue from year to year. Periodically, as new stations and markets open up, they are considered and in many cases added to the list.

Kool cigarettes in a sense prepared the way for the Viceroy pattern of spot advertising in television by its own previous success with spots in radio. Kool, moreover, has added a network television show to its budget this past year, *My Friend Irma* (on 100 CBS-TV stations, Friday, 10-10:30 p.m.) Kool continues to run its radio spot announcement campaign. A heavy schedule of 10-second announcements is also used for this brand, varying in intensity from 6 to 18 spots per week, running over 200 stations. Contracts are again for 52 weeks.

The entire advertising media budget is under the supervision of John W. Burgard, advertising manager for Brown & Williamson.

Ted Bates & Co., New York, is the agency for both cigarettes. Concurrent with the success of the cigarettes has come the expansion of the radio-tv department of the agency. Three years ago, for example, one timebuyer administered the entire B & W budget; today, that timebuyer, William Kennedy, has been supplemented by two more full timebuyers, two estimators, and an assistant timebuyer, a total of a half-dozen persons who devote their entire time to purchasing and clearing radio and television availabilities for the one account.

More than a small share of the success of the two brands has been attributed to the excellent use the agency has made of its availabilities.

Needless to say, these Ted Bates timebuyers are smoking Viceroys, and a pack of Kools lies handy on the desk. (L-r) Michael James, timebuyer for Kools; Frank McCann, timebuyer for Viceroy; William Kennedy, chief timebuyer for both cigarettes, and Bill Warner, assistant timebuyer.

Editor's Defense of Freedom

(Continued from Page 90)

BBC television are, I may add, the more ludicrous in that, almost without exception, the most successful BBC television programs have been lifted straight from America.

Again, it is often contended that advertisers will, in fact, if not in theory, control the organization responsible, under the Government's scheme, for putting programs on the air. Their interest will lie, it is argued, in getting the largest audiences, and they will therefore insist on low-grade entertainment, thereby "lowering the standards" of all television. Apart from the highly priggish assumptions behind this argument, it is just not true that advertisers only take account of quantitative, as distinct from the qualitative, considerations. If it were so, all newspaper advertising would tend to go to the largest circulation newspapers like the *Daily Mirror* and the *Daily Express*. But, of course, this doesn't happen. Nor would it happen on the air. The sort of viewers who like Glyndbourne Opera would be interesting to advertisers of some commodities, just as the sort who like variety would be of interest to advertisers of others.

It would be quite dishonest of me to pretend that I know just how the controlling body of commercial television, as envisaged in the White Paper, will work out. Perhaps it will prove as obsequious and sycophantic towards authority, and as monolithic in structure, as the BBC—though that is difficult to credit. Because I believe in competitive television, I am not required to defend, as such, the Government's proposals. They seem to me, like so many governmentally devised resolutions of conflicting views, to err on the side of timidity and imprecision. At the same time, their intention—to break the BBC monopoly—is sound, and, in the light of that intention, they deserve to be given a trial. May I conclude by quoting some words of G. K. Chesterton written in 1928, long before this present controversy became actual:

> "Suppose," he writes, "you had told some of the old Whigs, let alone Liberals, that there was an entirely new type of printing press, eclipsing all others; and that, as this was to be given to the King, all printing would henceforth be Government printing. They would be roaring like rebels, or even regicides. Yet that is exactly what we have done with the new invention of wireless."

Chesterton goes on to speak of "a swift, sweeping and intolerant state monopoly." How eagerly would he have supported the present effort to break this monopoly. How surprised, and I think distressed, he would have been to find among his opponents, not only expected figures like Lord Reith and Lord Halifax, the editor of *The Times*, with their train of vice-chancellors, prelates, moderators and other camp followers of conformity, but, as well, the accomplished daughter of a great Liberal prime minister.*

* *Lady Violet Bonham-Carter's father was the late Lord Asquith and Oxford and onetime prime minister of Britain.*

How Schedules Can Be Plugged Without Daily Newspaper Logs

NEWSPAPER radio-tv-logs are fine, but they're a long way from being indispensable, judging by the comments of 14% of radio-tv stations located in cities where logs are not printed in daily newspapers.

Stations have found many other ways—including their own facilities—of keeping the public informed about daily program schedules. A lot of these techniques are strikingly successful, judging by results of a survey conducted by NARTB [B•T, Feb. 16].

Preliminary scanning of NARTB's survey, conducted by Research Manager Richard M. Allerton, indicates that on-the-air promotion is the most popular and most effective way of informing listeners in a number of areas where newspaper attempts to charge advertising rates for daily logs are being resisted by broadcasters.

Most Don't Pay

NARTB's survey showed that only 13% of stations are paying for publication of logs, either at newspaper rates or through time-space exchange deals. Eighty-seven per cent of stations make no payment to newspapers for publication of logs.

The methods used to inform the public about program schedules include mailed logs, shoppers guides and merchants' wrappers or inserts.

A happy result has appeared in many cities where logs do not appear in newspapers. In these areas broadcasters have discovered that listener-viewer habits become more regular without newspaper logs. In other words, they form listener habits and stick to them. At the same time, stations are likely to make fewer changes in their schedules.

Three main methods of paying for log space were listed—local rate, general or national rate and special rate, plus exchange of time for space.

Forms of on-the-air promotion include station breaks, periodic news programs, non-news programs, specified times, reading of logs on the air and air spots promoting special events shows.

In addition to on-the-air promotion announcement, some stations mail schedules to listeners who request them via postcards or letters. Some merchants use mimeographed stuffers in wrapping merchandise. Other stores include station logs in their paid newspaper advertising, or distribute them by other means.

Still other techniques are monthly community magazines, weekly shopping newspapers, out-of-town dailies circulating in the station's area and country weeklies.

Here are some typical comments received by NARTB from stations not paying newspapers in any way for their listings:

"We issue news and publicity releases on various special programs. We plug on the air. We have used billboards, letters, and have urged local organizations using our facilities to notify their membership and friends. Once, we urged listeners to phone their friends."

* * *

"There is a monthly community magazine published here and they print free of charge a full page for the entire weekly schedule. We think it would be very bad to *pay* the local paper (a competitive ad medium) to publish the radio schedule as their ad department would certainly use this as 'proof' of the 'necessity' of the newspaper even to the *radio station*."

* * *

"It is our personal experience, that program listings in the paper are never cut out or used. Have yet to see one near a radio or used to find a program. (In 20 years of radio we have used paper for programs.) Also feel that in radio and especially on the networks we are very foolish to continue to plug the papers by saying consult your local newspaper for time and station. Have we ever heard of a paper saying 'consult your, or listen to your local radio for headlines in the news'? Our own medium is the best form of publicity for programs."

* * *

"Our listeners just don't get daily program changes, but they seem to keep our general programming structure pretty well in mind, as witness the number of calls we have whenever there are considerable program changes. The fact that we're the only station—or principal station—serving this area, also helps. Incidentally, when a newspaper man tries to point out what a favor he's doing the radio by publishing listings, he should be reminded it *can* be a disservice! I tell the E & P men that without their listings, my public keeps tuned in for fear of missing something, but if they had listings, they would turn their radios on only for specific programs.

"Each month we distribute about 1,500 mimeographed Program Schedules by getting our better accounts to wrap them up in packages that leave their stores . . . by placing these schedules on counters of restaurants, etc. . . . and occasionally telling our listeners to drop a card if they'd like one. Each month, we find our mailing list growing from these 'request' cards. And, occasionally, we put out 'flyers'—distributing them helter-skelter—to promote a special program or a new program. Of course, we use air plugs continuously."

important news

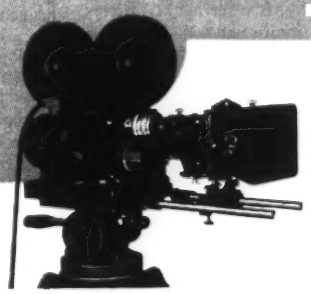
from the manufacturer of the World's Finest Camera

NEW PRODUCTION SCHEDULES NOW PERMIT IMMEDIATE DELIVERIES OF MITCHELL 35mm BNC...35mm NC...16mm PROFESSIONAL CAMERAS

It is impossible to compare a Mitchell with any 35mm or 16mm camera now in existence—**for the history-making Mitchell is the only truly professional motion picture camera.** Exclusive professional operating features plus the smooth trouble-free Mitchell movement, with its .0001 inch tolerances, can insure the success of your film making as can no other single element of production.

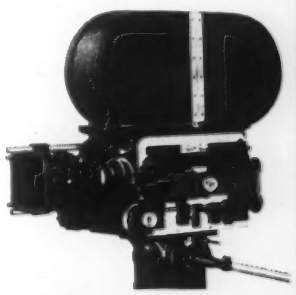
Now—on the huge six and one-half acre site of the Mitchell Camera Corporation plant — increasing numbers of 35mm and 16mm cameras are being created to meet the extensive use of professional motion picture equipment in such fields as television, entertainment, business, education, religion and government. Each of these superbly designed cameras possesses the supreme quality craftsmanship rightly due the world's **most used . . most flexible** professional motion picture cameras.

Write today for information and prices of the currently available 35mm BNC, NC and 16mm Professional Mitchell Cameras and accessories.



MITCHELL 16mm PROFESSIONAL

MITCHELL 35mm NC CAMERA

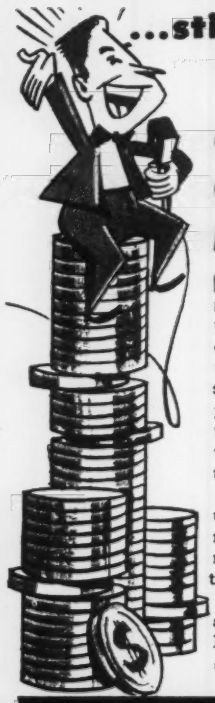


MITCHELL 35mm BNC CAMERA

Mitchell Camera **CORPORATION**

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

PROGRAMS & PROMOTION

STORER CHECK PROMOTION

STORER Broadcasting Co., for its WJBK-TV Detroit, is sending agencies and advertisers a promotion piece made out like a bank check. Called its "Maximum Power Bonus Check," it is made out to the recipient for "305,800 additional tv sets and 1,070,300 more viewers." The check is drawn on the "Bank of Progress."

WIBW-TV KITCHEN TIPS

A NEW kitchen program, *What's Cookin'?* has begun on WIBW-TV Topeka, Kan., according to an announcement by General Manager Ben Ludy. The weekday program features Bea Smith who discusses the creative aspects of cooking and also answers readers' questions about kitchen problems.

TV IS WITNESS

FILMS of the apprehension and confession of two suspected criminals were aired on WPTZ (TV) Philadelphia recently, and according to that station, police officials have said that the films will be introduced as evidence in court. The station believes that this will be the first time in the city's police history that films made by a tv station will have been used for such purpose. A WPTZ news team accompanied police on a series of night raids and made sound-on-film recordings of the arrests and confessions.

'MUSIC HATH CHARMS'

WGMS Washington has sent a colorful Valentine greeting, bound by a red ribbon and featuring cherubs playing on various musical instruments, to agencies and clients. The verse on the four page card reads:

If music be the food of love, play on
But not Le Jazz Hot
And stop that Be-Bop
Let's have something gentle
A little sentimental
To put you in the mood
To be woo'd.
BE MY VALENTINE
Your friend at WGMS, the Good Music Station

CONTEST 'TO BEST EXPRESS'

HALLMARK Cards Inc., sponsoring *Hallmark Hall of Fame* (NBC-TV, Sun., 5-5:30 p.m., CBS Radio, 9-9:30 p.m.), is offering 116 prizes on the program for junior and senior high school students for the best 100-word essays starting, "I nominate for the Hallmark Hall of Fame. . . ." The contest is designed to boost interest in the programs, which dramatize lives of prominent figures in history and contemporary life. Winning nominations will provide material for future programs. Those nominated must have "contributed, in some way, to making this a better world." Entries close March 29. They will be submitted to Hallmark Hall of Fame Contest, Box 1672, Grand Central Station, New York. Sixteen awards will be presented to winning schools. Cash prizes total $3,500.

MAINE POLITICAL COVERAGE

THE NEWS conference of Gov. Burton M. Cross of Maine was telecast live over WPMT (TV) Portland and WLAM-TV Lewiston-Auburn, which according to those stations, was a Maine television "first." The station reports that the half-hour conference attracted a larger than usual press turnout. The telecast, which was carried simultaneously over both stations, originated from the studio of WPMT.

RADIO HELPS POLICE

WHIZ Zanesville, Ohio, recently aided local police in the capture of an armed criminal who had broken out of jail, according to that station. Police asked WHIZ's cooperation in broadcasting a description of the fugitive, who had escaped the day before, and within an hour he was captured after being recognized by an auto passer-by who had heard the escapee's description broadcast on WHIZ.

LIVESTOCK MANAGEMENT SHOW

A FIFTEEN-minute livestock management show is being broadcast daily by KOMO Seattle for Larro Feeds, a General Mills subsidiary. The reporting is handled by Barney Molohon, who broadcasts information on the feeding, care and breeding of livestock in addition to daily market reports.

'MRS. WASHINGTON' CONTEST

FIVE food chains representing 41 stores join WMAL-AM-TV Washington and the Washington Gas Light Co. in conducting the 1954 Mrs. Washington contest. Food Town, Food Fair, Saratoga, Shirley and Food Barn stores have built displays around *Better Living* magazine which publishes official entry blanks. Entry blanks must be picked up and deposited at displays in each store. On-the-air announcements

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Review every Friday, 5:30-6 p.m. (sustaining).

March 2: *Paul Tripp Show,* 5:30-6 p.m., Tuesday (sustaining).

NBC-TV

Feb. 23: *Circle Theatre,* 9:30-10 p.m., Tuesday (Armstrong Cork through BBDO).

Feb. 28: *Excursion,* 4-4:30 p.m., Sunday (sustaining).

March 8: *Ding Dong School,* 10-10:30 a.m., Monday (sustaining).

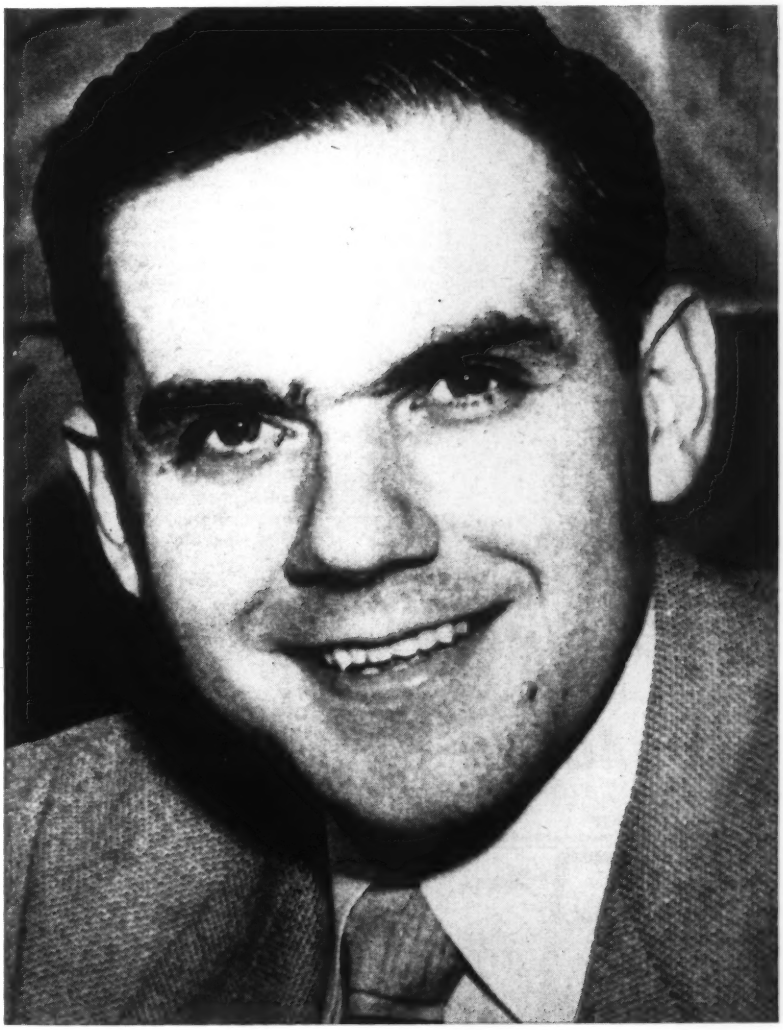
March 13: *NBC Opera* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: *Name That Tune,* 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

March 31:, *Eddie Fisher,* 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

April 18 (Easter): *Frontiers of Faith,* 1:30-2 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]



Old Leather Lungs

INDIANA BASKETBALL FANS have been defined as Hoosiers who see, hear and count by twos. They are among the first to double-cheer Tom Carnegie, WFBM's ubiquitous sportscaster who is seen and heard by double-counting Hoosiers every night of the week. His is an intense, though demanding, audience. When Tom recently broadcast five high school basketball games in a single day, his tour de force was greeted with a roar of silence. Not that his listeners were struck dumb: they simply didn't want to miss his late sports broadcast.

People have been hanging on Tom Carnegie's words ever since he placed 4th in his high school oratorical contest. By the time of his graduation from William Jewell College (where he was silenced momentarily when elected President of the Student Body) our Tom had talked his way into the Collegiate Oratorical Championship of Missouri. Never at a loss for wind, his lung power propelled him through 74 inter-collegiate debates in 18 states.

In rapid-fire sports announcing, Carnegie's leather lungs are vital, especially when he finds time to breathe. Breathless example: Indianapolis Speedway Classic. Chief Announcer of the 500-mile Memorial Day race since 1946, Carnegie has yet to be lapped. Nor does he expend his wind talking in circles. Leather Lungs Carnegie has play-by-played more than 100 Big Ten and Notre Dame football contests, has lost count of the basketball games.

Mass-producing words may be Tom's specialty, but his word quality is what sells listeners. Carnegie's oratorical experience is an undebatable asset behind the mike. Journalistically speaking, the man can write: a member of Sigma Delta Chi, he held down a sports column on the *Indianapolis Star* for four years.

Tom was born in Connecticut and attended school and college in Missouri. Hoosiers have adopted him, however, and his voice has been heard on Indiana radios since 1942. Almost a native son by now, Carnegie has been entrusted—for the past five years—with the sacrosanct ritual of narrating Indiana's official high school track and basketball films.

As one of the most popular after-dinner speakers in Indiana, Tom personally meets hundreds of his listeners every year. He speaks to thousands more on radio and tv, as loyal a group of sportsmen and women as ever heard a commercial.

Tennis, anyone?

WFBM **WFBM-TV**
INDIANAPOLIS • CBS
Represented Nationally by the Katz Agency
Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

WSYR Timekeeper, Elliott Gove

Central New York's most popular timekeeper on Central New York's top-rated local morning program. At least five years' continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday,

7:05—9:15 a.m.

Headley-Reed, National Representatives

WSYR SYRACUSE
570 KC
NBC AFFILIATE

NOW! SERVING HALF MILLION FAMILIES

WOW OMAHA

NBC 590 5000 WATTS

A MEREDITH STATION

Room 280 Insurance Building

JOHN BLAIR & CO., Representatives

and newspaper ads name the stores as official entry headquarters in an effort to create store traffic during February. This year's Mrs. Washington will receive nearly $5,000 in prizes.

KEEN 'ATOMIC AGE' SERIES

IMPACT of atomic science on civil defense, military preparedness and industrial development is dramatized on weekly KEEN San Jose, Calif., *This Atomic Age* program. The program is presented by Stanford U. Air Force ROTC under general supervision of Dr. Stanley Donner, Stanford radio department head.

WTTV (TV) POP-UP BROCHURE

A BROCHURE with a double pop-up insert has been sent to advertisers by WTTV (TV) Bloomington, Ind. When the brochure is opened, a circular platform, denoting old and new larger coverage area, pops up through which replicas of the old 650-foot and new 1,000-foot antennas stick up. Promoting new 1,000-foot antenna, new 100 kw power and new ch. 4, the booklet claims an audience of 669,015 families with 3½ billion spendable annual income. A table lists comparisons of the "old" and the "new" in terms of coverage and lists numerical and percentage increases.

WRTV (TV) PROMOTION

WRTV (TV) Asbury Park, N. J., reported last week it has distributed about 28,500 promotional pieces in the last six months to help some 30 tv set manufacturers and about 400 dealers in conversion of tv sets to receive the newly-opened ch. 58 station. Promotional material included some 15,000 brochures, 1,500 circular window streamers, 1,000 reprints of newspaper ads, 5,000 showroom cards and 2,000 WRTV test pattern pictures.

'PASS THE AMMUNITION'

THE FAMOUS "Nine O'Clock Gun" of Vancouver, B. C., which booms out each evening at that time, was nearly silenced recently by economy-minded Ottawa. It was estimated that savings in gunpowder would be about $1,000. Citizens insisted that the well-known time signal stay. Bill Rea, owner-manager, CKNW New Westminster, B. C., wired Vancouver's Mayor Fred Hume and offered to buy the gunpowder to keep the gun booming for tourists and citizens during 1954.

WORD PUBLIC SERVICE

WORD Spartanburg provides the S. C. Junior Chamber of Commerce with 30 minutes free radio time as a public service Thursday nights for the *Jaycee Forum*, a discussion program designed to better acquaint the people of the Spartanburg area with problems and current issues. The entire responsibility for the program rests with the Jaycees and the only station requirement is that topics be of general public interest and not just subjects which the Jaycees or any other single group may want discussed.

'ANSWER MAN' SERIES

THE Arkansas Dept. of Publicity and Information is producing a series of 15-minute tape-recorded programs titled *The Arkansas Answer Man* for weekly mailing to all Arkansas radio stations. Peter Harkins, writer and narrator of the series, gives answers to listeners' questions about state history, folklore, recreation, game and other subjects of interest to the people of Arkansas.

Promotion Plus

AS A PROMOTION for the fifth anniversary of KAAA Red Wing, Minn., H. D. Cory, the station's promotion manager, sold and laid out advertising and wrote ad copy for a 12-page newspaper section on the event, which he then turned over to the competing *Daily Republican Eagle* of that city. Besides cementing relations with the newspaper, the promotion resulted in some long term contracts for the station, according to Mr. Cory.

MATCH GUESSING CONTEST

ENTRIES totaling 26,257 were received by WSAZ-TV Huntington, W. Va., in a six-week contest conducted for the children's audience on that station's *Old Timer* program (Mon.-Fri., 5-5:30 p.m.). A Huffy bicycle, donated by the Crans Supply Co., was given each week to the child who came closest to guessing the correct number of matches in a jar. More than one-third of the entries came from Ohio, Kentucky and Virginia.

KWKW SPANISH PROGRAMS

SPANISH-speaking market of Los Angeles area is second only to Mexico City, KWKW-AM-FM Pasadena, Calif., reminds advertisers and agencies in a promotional brochure. The station, which daily features 9½ hours of Spanish language broadcasts, points to 500,000 Latin American residents in the region and cites a letter from the Pabst Brewing Co., L. A. (Eastside Beer), expressing pleasure over results of KWKW programming.

COLLEGE PROGRAM EXTENDED

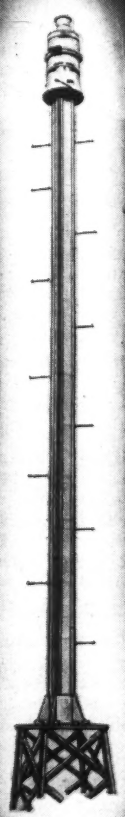
WEEKLY five-minute segment, *Salute to Women's Colleges*, is being incorporated into a 15-minute public service series, *Neighborhood Hour*, on WOPA Oak Park, Ill. Individual member colleges have prepared tape recordings to explain their inducements for prospective students and parents. Program highlights west suburban organizations and their activities, Mon. through Fri. at 10:05 a.m. Among the colleges scheduled thus far are Vassar, Barnard, Wells, Wheaton and Wilson.

KTTV (TV) REVIEWS PAST

NOSTALGIA reigns on new weekly KTTV (TV) Hollywood *Flashback* program, on which host Paul Coates shows newsreel clips of a significant events of the past and comments on fashions, mores, news highlights, sports and thinking of a period in the past. The program also features an interview by Mr. Coates of a participant in some important event.

In the first program viewers saw the world of 1929, with inauguration of President Hoover, that year's Indianapolis Auto Race, the world-circling trip of the Graf Zeppelin and George E. Cryer, former mayor of Los Angeles, told about Southern California's problems of 25 years ago.

NEW
GABRIEL COSECANT UHF TRANSMITTING ANTENNA



TWO MODELS AVAILABLE FOR EACH CHANNEL

NO DE-ICING NECESSARY

FEATURING NULL FILL-IN

ADJUSTABLE BEAM TILT

A GABRIEL PRODUCT

WNOW-TV
WECT
WBCK-TV
KANG-TV
WGLV-TV
WBUF-TV
KNUZ-TV
WNOK-TV
WNAO-TV
WTZI
WTSK-TV
KFAZ
KOTV-TV
WACH
WICC-TV
WTAT
WAIM-TV

*ACTUAL INSTALLATIONS PROVE OUTSTANDING PERFORMANCE

*Facts Reported By Television Digest Prove That The Gabriel Cosecant Antenna Gives Extra Coverage.

For Complete Information, Write For Bulletin TV-100

GABRIEL ELECTRONICS DIVISION
(Formerly Workshop Assoc. Div.)
Endicott Street,
Norwood, Mass.

THE GABRIEL COMPANY

AWARDS

MBS Administrative Vice President J. Glen Taylor (l) accepts for the network the 1954 award of the National Exchange Club, sponsor of National Crime Prevention Week, for supporting its anti-crime drive through the MBS "Mystery Month" campaign and the network's *Mr. Mystery* broadcasts. Making the presentation is Exchange President J. Benjamin Brick.

Proetz Awards Deadline Is Set for March 15

ENTRIES will be accepted until March 15 for the 1954 Erma Proetz Awards to women engaged in creative advertising work, according to Josephine Hickey, president of the Women's Advertising Club of St. Louis, which sponsors the four annual awards of $100 each and inscribed plaques. Entries, for work in copy, radio, television or art should be mailed to Jane Wright, Gardner Advertising Co., 195 Olive St., St. Louis 1, Mo.

Hennock Receives Honor

FCC Comr. Frieda B. Hennock has received the Tuition Plan Award for "outstanding service to education" in 1953. The award was made at the Ambassador Hotel in New York at a luncheon sponsored by The Tuition Plan Inc. The award is given annually to the person who in the opinion of a jury of seven education officers has rendered the most outstanding service to education in the preceding year. Comr. Hennock, since the television allocation proceeding, has championed education's cause for reservation of television channels.

WNYC Wins Citation

CITATION was presented to New York-owned WNYC-AM-FM Feb. 12 by the National Institute of Arts and Letters for "30 years of service to the people of New York City." A station spokesman noted that the award to WNYC marks the first time that the 56-year-old organization has cited a medium of mass communications. The citation referred to the station's "service to American music and contemporary composers in presenting annually a Festival of American Music devoted to this purpose."

Awards Honor WTVN (TV)

WTVN (TV) Columbus, Ohio, has received two awards since December. It was one of six stations to receive the C. A. Swanson & Sons silver plaque for outstanding promotion of the company's first annual Pie Promotion. WTVN was presented with an award by American Legion Auxiliary Camp Chase Post No. 98, Columbus, for outstanding service to the Legion's community activities.

IN PUBLIC SERVICE

Ad Council Channels $5 Million for Schools

AMERICAN business, through the Advertising Council, will contribute about $5 million worth of advertising time and space to the Better Schools project conducted by the Council in behalf of the National Citizens Commission for the Public Schools, it was reported last week by Felix W. Coste, volunteer coordinator of the Council's Better Schools campaign.

Mr. Coste, vice president of the Coca-Cola Co., made this estimate last Tuesday in Atlantic City while accepting for the Council an award from 11 educational groups. He added that since 1947, U. S. business and advertising already have donated some $14 million in time and space to the schools project. Mr. Coste paid special tribute to the volunteer advertising agency, Benton & Bowles, which has created the advertising materials for the campaign since its inception.

Radio, Tv Networks Assisting In Brotherhood Week

RADIO and television networks are cooperating with the National Conference of Christians and Jews in observance of Brotherhood Week Feb. 21-28 by scheduling special radio and tv programs and spot announcements.

On radio, ABC, CBS and NBC have scheduled special half-hour dramatic programs pointing up the importance of brotherhood and Mutual will present two such shows during the week. Stations also have pledged use of spot announcements by entertainment personalities and others. Television cooperation by networks will be by "integration" of messages on many network television shows, in addition to use of numerous filmed spot announcements.

YMCA Lauds Radio-Tv For 'Week' Promotion

ADVERTISERS, network, station personnel and performers in both radio and television combined to give the National Council of Young Men's Christian Assns. the "most effective campaign" in its history during the recently-celebrated national YMCA week, it has been reported by Henriette K. Harrison, radio and tv consultant to the National Council of YMCA's.

Sponsors who cooperated in the campaign were said to include U. S. Steel, Quaker Oats, Assn. of American Railroads, Auto-Lite, Firestone Tire & Rubber Co., duPont, Hallmark, Continental Baking Co., Armstrong Cork Co., De Soto-Plymouth Dealers, Coca-Cola Co., Hazel Bishop, Esso Gasoline, C. H. Masland Rugs, Tootsie Roll, Chesterfield Cigarettes, Colgate-Palmolive and the National Biscuit Co.

Record Donation

FREE air time donated by WCBS-TV New York during 1953 to charitable, governmental and other non-profit organizations was worth nearly $1.7 million in terms of the station's 1953 rate card, according to Clarence Worden, the station's director of public service and educational programs. In his annual report on the station's public service activities, Mr. Worden said the figure represented a new record high for WCBS-TV. He said programs and announcements presented in behalf of charitable organizations amounted to $949,656; governmental organizations, $590,294, and miscellaneous organizations, $143,434.

Paid-in-Full

KXOK St. Louis has sent a "paid-in-full" invoice to each of the organizations it gave free time in 1953, with the following letter, signed by C. L. Huntley, general manager: "Enclosed is an invoice marked 'paid.' This is the dollar value of the time KXOK devoted during 1953 to publicize the wonderful work you are doing. This is what an advertiser would have paid to KXOK had he purchased the same amount of time your organization received free. Needless to say, we hope your 'bill' for 1954 will exceed that of 1953. . . ."

KABC Fosters Harmony

PROMOTION of harmony and cooperation among various Los Angeles racial and religious groups is aim of weekly half hour *Brotherhood at Work* on KABC Hollywood, produced with cooperation of National Conference of Christians and Jews, under direction of Los Angeles Community Service Organizations' Radio Committee. First half of program each week features different radio, motion picture or tv star relating true incident in field of human relations. Second half is devoted to round table discussion on topic.

'Operation Honesty' on KLMS

KLMS Lincoln, Neb., has joined forces with many Nebraska business and womens organizations to promote Gov. Robert Crosby's "Operation Honesty" campaign. KLMS' *Carolyn Calling* will carry the project, designed to help tax-troubled citizens alleviate their problems by recording honest evaluations.

Covers Benefit Tourney

KFMB-TV San Diego, Calif., combined public service with news coverage in televising the $15,000 San Diego Open Golf Tournament. As special guests, two youngsters from the local Children's Hospital acted as prince and princess of the event and all proceeds of the tourney were turned over to the hospital.

L. A. Juvenile Plan

PROPOSALS to fight juvenile delinquency were presented to a recent meeting of city, county and private agency officials on youth problems by Mayor Norris Poulson of Los Angeles. The proposals followed a three-month series of in-the-field interviews by George Putnam, KTTV (TV) news commentator, with gang members, their parents, various government and private youth groups, and others.

WPEN Donates Equipment

EQUIPMENT for televised teaching of surgical and medical procedures at the Philadelphia College of Osteopathy, Philadelphia, was dedicated at the annual Founders Day celebration. It was donated by William Sylk, president of WPEN Philadelphia, and Harry S. Sylk, chairman of a hospital committee. The new installation employs a small closed circuit television system in combination with a built-in multiple-outlet signal distribution network. It was completed by RCA.

As a trained newsman, CAN YOU TELL THE CHIEF DIFFERENCE AMONG THESE?

Each of the four subjects pictured has to do with the flow of traffic —in four different, competitive forms of transportation.

Actually, the chief difference among these—aside from their physical form—is that only *one* is paid for and maintained completely by the carrier that uses it.

The others are built and maintained largely out of public funds —out of taxes collected at federal, state and local levels—as well as from disproportionate charges levied on the individual motorist.

In other words, only the railroad yard—like all railroad installations—*doesn't* cost the taxpayer money; isn't "donated" out of public funds for the benefit of companies being operated for private profit.

The taxpayer obviously would get a better break if *all* forms of transportation paid adequate user-charges for their use of publicly provided facilities—and the public would be better served if all forms of transportation provided only those services which their customers (not the taxpayers) paid for.

This would not only ease the burden on the taxpayer but, by putting all carriers on an equal competitive basis, could be expected to result in the kind of service improvements which free and equal competition has traditionally brought about... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, New York.

Station Authorizations, Applications
(As Compiled by B • T)

Feb. 11 through Feb. 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Jan. 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,508	527	101
CPs on air	16	28	†268
CPs not on air	120	19	197
Total on air	2,524	555	†369
Total authorized	2,644	574	566
Applications in hearing	133	3	180
New station requests	165	4	134
Facilities change request	144	26	26
Total applications pending	749	134	302
Licenses deleted in Jan.	1	7	0
CPs deleted in Jan.	2	0	13

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Feb. 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,531	2,516	143	165	133
Fm	564	528	47	4	3

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	214	300	514
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	239	122	361
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	904	337	698	524	1,223[2]
Educational	52		26	26	52[3]
Total	956	337	724	550	1,276[4]

[1] Forty-seven CPs (9 vhf, 38 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 543 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Modesto, Calif.—KTRB Bcstg. Co. (KTRB) granted uhf ch. 14 (470-476 mc); ERP 20.4 kw visual and 11 kw aural; antenna height above average terrain 300 ft., above ground 328 ft. Estimated construction cost $175,824, first year operating cost $101,450, revenue unknown. Post office address Box 593. Studio and transmitter location S side of Norwegian Ave., W of Coffee Rd. Geographic coordinates 37° 40′ 15″ N. Lat., 120° 58′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer George E. Gautney, Washington. Principals include President-Treasurer **William H. Bates Jr.**, 80% owner. Other 20% held by estate of Leslie A. Cleary, deceased. Granted Feb. 17.

Stockton, Calif.—Radio Diablo Inc., granted vhf ch. 13 (210-216 mc); ERP 158 kw visual, 76 kw aural; antenna height above average terrain 3,118 ft., above ground 293 ft. Estimated construction cost $405,000, first year operating cost $280,000, revenue $410,000. Post office address 798 San Mateo Ave., San Bruno, Calif. Studio location to be determined. Transmitter location about 14 miles by mountain road north of Diablo, Calif., on Mt. Diablo, ¼ mi. West of Summit. Geographic coordinates 37° 52′ 49″ N. Lat., 121° 55′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Principals include President **H. L. Hoffman** (50.54%); Vice President **Orrin H. Brown** (6.89%), director of field engineering for Eitel-McCullough Inc., San Bruno, Calif.; Vice President **J. A. McCullough** (6.89%), vice president and 42% owner of Eitel-McCullough Inc.; Vice President **W. W. Eitel** (6.89%), president and 36% owner of Eitel-McCullough Inc. Eitel-McCullough Inc. owns 16% of applicant. Remaining 360 stockholders own less than 3% of stock . Applicant is licensee of KSBR (FM) San Bruno. (Proposed tv station for Stockton would also serve San Francisco Bay Area.) Grant was made possible by withdrawal of competitive bid of KXOB, which receives option to purchase 10% interest in new tv venture. Granted Feb. 12.

Wilmington, N. C.—Wilmington Tv Corp., granted vhf ch. 3 (60-65 mc); ERP 6.03 kw visual, 3.02 kw aural; antenna height above average terrain 245 ft., above ground 265 ft. Estimated construction cost $161,967.83, first year operating cost $117,000, revenue $117,000. Post office address Box 604, Carolina Beach, N. C. Studio and transmitter location 101-103 Market St., Wilmington. Geographic coordinates 34° 14′ 07″ N. Lat., 77° 56′ 55″ W. Long. Transmitter and antenna GE. Legal counsel Wheeler & Scott, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals in partnership include President **O. C. Tucker** (25%), real estate; Vice President **Glenn M. Tucker** (25%), real estate and construction; Secretary **Milton Hammer** (25%), tv producer and president of Washington Spotlight Inc., tv discussion program, and Treasurer **A. L. Wheeler** (25%), Washington attorney. Granted Feb. 17.

Elyria, Ohio—Elyria-Lorain Bcstg. Co. (WEOL), granted uhf ch. 31 (572-578 mc); ERP 96 kw visual, 51.8 kw aural; antenna height above average terrain 357 ft., above ground 380 ft. Estimated construction cost $304,425, first year operating cost $225,000, revenue $250,000. Post office address 417 Elyria Savings & Trust Bldg. Studio location to be determined. Transmitter location E of Island Hollow Rd. 2.5 mi. SSE of Elyria. Geographic coordinates 41° 19′ 40″ N. Lat., 82° 05′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Roy W. Ammel** (20.09%), Vice President **D. O. Thomas** (1.9%), Secretary **Franklin I. Powers** (0.5%), Treasurer **R. J. Fitch** (0.5%), and **Loren M. Berry** (20.5%). Grant was made possible by dismissal of competitive bid of Lorain Journal Co. Granted Feb. 12.

Charleston, W. Va. — Tierney Co. (WCHS), granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 200 kw aural; antenna height above average terrain 661 ft., above ground 500 ft. Estimated construction cost $654,521, first year operating cost $576,520, revenue $545,505. Post office address 1111 Virginia St., E., Charleston. Studio location 1111 Virginia St., E., Charleston. Transmitter location 7½ mi. W of center of Charleston. Geographic coordinates 38° 21′ 43″ N. Lat., 81° 45′ 57″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President-Treasurer **Lewis C. Tierney** (61.27%), Vice President-General Manager **John T. Gelder Jr.** (0.33%), Assistant Treasurer **Mrs. Laurence E. Tierney** (8.81%). Secretary **Laurence E. Tierney Jr.** and Vice President-Assistant Secretary **Albert S. Kemper Jr.** own shares which are turned over to President **Lewis C. Tierney** as record holder and voting trustee; Estate of **John L. Tierney (Mrs. Margaret Bell Tierney, administratrix)** (5.42%). Grant was made possible by withdrawal of competitive bid of Capital Tv Co., which receives option to purchase 40% interest in new tv venture. Granted Feb. 11.

Clarksburg, W. Va.—Ohio Valley Bcstg. Corp. (WBLK), granted vhf ch. 12 (204-210 mc); ERP 4.36 kw visual, 2.19 kw aural; antenna height above average terrain 740 ft., above ground 420 ft. Estimated construction cost $312,141, first year operating cost $200,000, revenue $250,000. Post office address 211½ Fifth St., P. O. Box 109, Parkersburg, W. Va. Studio location Robinson Grand Theatre Bldg., Pike St. Transmitter location 1 mi. north of Clarksburg atop Pinnickinnick Mt. Geographic coordinates 39° 17′ 02″ N. Lat., 80° 19′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vilah G. Brooks, Parkersburg, W. Va. Principals include President **Austin V. Wood** (2%); Vice President **George H. Clinton** (2%); Secretary-Treasurer **Louis F. Committee** (2%), and **News Pub. Co.** (89%). Wheeling, W. Va., is sole stockholder in WBLK; Mr. Wood votes all stock. Granted Feb. 17.

APPLICATIONS

Oakland, Calif.—San Francisco-Oakland Tv Inc. vhf ch. 2 (54-60 mc); ERP 100 kw visual, 70 kw aural; antenna height above average terrain 1,174 ft., above ground 1,406 ft. Estimated construction cost $85,208, first year operating cost $1,384,518, revenue $1,280,949. Post office address 609 Central Bank Bldg., Oakland. Studio locations 4432 Telegraph Ave., Oakland; 345 Sutter St., San Francisco. Transmitter location Tv Peak, San Bruno Mt. Geographic coordinates 37° 41′ 20″ N. Lat., 122° 26′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Principals include President-Treasurer **Ward D. Ingrim** (47½%), vice president General Teleradio Inc., owner Don Lee Bcstg. System; Executive Vice President-Secretary **William D. Pabst** (47½%), vice president General Teleradio Inc. and general manager KFRC San Francisco, and **Harry R. Lubcke** (5%), consulting engineer. Filed Feb. 15.

Memphis, Tenn. — Memphis Community Tv Foundation, noncommercial educational vhf ch. 10; ERP 31.4 kw visual, 15.7 kw aural; antenna height above average terrain 390 ft., above ground 395 ft. Estimated construction cost $227,000, first year operating cost $100,000, revenue $100,000.

(Continued on page 104)

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Help Wanted

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

Managerial

Manager wanted for 1000 watt daytime station. Send all replies to Box 428C, B•T.

Unusual opportunity for station manager in small midwest location with progressive-expanding network. Will consider a young man with strong sales experience and will train station operational policies. Please send full resume of experience, personnel background and photo. Box 429C, B•T.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Aggressive sales producer wanted by established northern Illinois independent. Permanent position, good future for competent worker. Guaranteed monthly income $400. against 15 percent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Fast growing community, personal interview necessary. Give training, experience, age. Box 304C, B•T.

Aggressive salesman wanted by top rated 1000 watt Mutual station in California's best medium market. Located 100 miles south of San Francisco. Permanent position. Good future for competent producer. Guaranteed monthly income, $400.00, against your choice of 15% commission or lower graduated scale of commissions based on entire station gross billing. Paid vacation. Sick benefits, fast growing community. Give training, experience, age, photo, complete background with list of references and record of your sales. Write Box 452C, B•T.

Commercial manager. Unusual opportunity for aggressive reliable energetic sales manager for California network station, medium sized market. Best potential in California. Earning limited by your ability only. Send complete information first letter including background, experience, salary expected, availability, photo and record of past billing. Write Box 453C, B•T.

Salesman-announcer. Average to good wages for 20 hour announcing work week. Draw against 15% commission on sales based on present earnings. Independent kilowatt desires man with farm station background and good sales in limited market. Excellent potential on protected accounts. Prefer midwesterner. Box 466C, B•T.

Announcers

Top morning combo with five years experience and 1st ticket. $90.00 for 44 hour week for good personality and pitch man. New York State independent. Send tape and background. Box 370C, B•T.

A good opportunity for young man good on music shows and news, preferably with small town, small station experience and ready to move up and start assuming responsibility; aggressive, growing independent in southeastern Michigan. Box 468C, B•T.

DJ-mimic — Humorous ad-lib, jolly mirthful "voice with a smile." Radio actor—dialects, radio character voices. Film, comic voice impressions. Midwest. Single. Box 489C, B•T.

Combo man for one thousand watt network full time. Accent on announcing. Good pay. Send tape and photo to KIOX, Bay City, Texas.

Unusual opportunity for top announcers at two of America's best independent stations. KOWH, Omaha, and WTIX, New Orleans. KOWH has largest percentage of audience of any U. S. independent. WTIX has largest audience of any independent in New Orleans. Minimum three to five years of commercial broadcasting experience required. Must be equally good on news, disc shows and commercials. Good temperament and personal habits also essential. Send experience, disc and photo if possible with first letter. Address all inquiries to Todd Storz, KOWH Omaha, and specify which station you prefer. All applications will be promptly acknowledged and personal interviews arranged when desirable. Top pay, free hospitalization insurance etc.

Announcer, combo man, experienced, strong on news, $65.00, for 40 hour week. Permanent. Send full details, photo, KRTN, Raton, New Mexico.

Help Wanted—(Cont'd)

Personality DJ with combo experience. Major northwest market. Over $400.00 month guaranteed. Write full details, KSPO, Spokane, Washington.

Announcer, first class engineer license desirable but not essential. Bill Harrell, KVWO, Cheyenne, Wyoming.

Announcer with first phone, for concert music station. Send details and audition tape, WCRB, Waltham, Mass.

Experienced announcer, strong on news and commercials, for general staff work on long-established network affiliate. Excellent opportunities starting with good salary. Send audition and background to WFDF, Flint, Michigan.

1 kilowatt independent with topflight staff has immediate opening for good announcer. Modern plant, good working conditions, congenial coworkers, stable financial picture. Will consider solid young announcer ready to move up. Send complete information and audition. WMIX, Mt. Vernon, Ill.

Good announcer for southern fulltime station. Station to go on the air about March 1st. Box 191, Monroe, Ga.

Technical

Good experienced combination man. Must have first license. KWBW, Hutchinson, Kansas.

Transmitter operator, 40 hrs. Contact Chief Engineer, WGSM, Huntington, Long Island.

Combination man wanted. First class license and technical experience required, announcing secondary. Contact Ed Damron, WSSC, Sumter, S. C.

Combination announcer-chief engineer, new daytime operation. Good opportunity. Submit details to P. O. Box 1526 or phone 4-5526, Clarksburg, West Virginia.

Production-Programming, Others

Alert production director who can handle all phases of hard hitting successful smaller market station. Imagination, experience, willing to work, primary qualifications. Box 446C, B•T.

Television

Help Wanted

Applicant for vhf station in North Carolina is seeking tv trained personnel: Station operations manager, production director, program director, video technicians, cameramen, film cameramen, film processor, salesmen, women's director and continuity director. Applications for jobs should lay particular stress on actual tv experience. Send complete brochures including pictures (which cannot be returned), credit references, education and marital status. Men and women will be considered for most of these jobs. Write Box 439C, B•T., immediately.

Announcers

Tv announcer. Only channel in sizeable midwest market. Extensive local operation. Experience unnecessary if radio background good. Send tape, photo, resume, Program Director, KVTV, Sioux City, Iowa.

Technical

Several tv engineers will be needed soon for permanent Houston operation of KGUL-TV, Galveston, Texas. Write Chief Engineer.

Engineer for tv control room. WKZO-TV, Kalamazoo, Michigan.

If you are ready for tv with good radio experience, WTOC-TV is ready for you. Increased operation creates new opportunities in television. Write to Kyle E. Goodman, Chief Engineer, WTOC-TV, Savannah, Georgia.

Situations Wanted

Managerial

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, nationally respected. Box 316C, B•T.

Experienced as assistant manager . . . program director. Some sales. Heavy on special events and announcing. Interested in station where I can prove my ability. Age 28 . . . Family man. Contact Box 460C, B•T.

Personable engineer in broadcasting since 1939 wants opportunity to manage station and build audience, billings, profits through staff teamwork. Proposals invited from all stations, new and old. Box 480C, B•T.

Is your station in the red or is it making the profit it should? Experienced radio-tv merchandising and advertising executive is seeking such a challenge either in a tv or radio station or allied field. Reply in confidence. P. O. Box 857, Chicago 90, Ill.

Salesmen

Sales manager or salesman. Experienced all phases radio, television sales. Solid selling. Not afraid of hard work. Stable family man. Rocky Mountain area. Box 427C, B•T.

Salesman with good record in competitive market wants position in town over 20,000. Box 436C, B•T.

Account executive-workhorse. University graduate, 5 years experience. Excellent reputation N. Y. agencies. Fine record national sales. Successful! Desires change. East. Box 478C, B•T.

Announcer

Sportscaster. 6 years experience, employed. City dropping baseball. Seeks year-round sports operation. Radio, radio-tv. Baseball necessary. Salary, talent. Box 338C, B•T.

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Take me out to the ball game! Sportscaster with 4 years experience—football, basketball, softball and hockey desires baseball play-by-play. Make a hit with sponsors and fans. Good enthusiastic voice that'll sell product, sport and self. College graduate. Presently employed sports-sales. Air-checks available. Make offer. Box 368C, B•T.

Experienced play-by-play and staff man. At present sports director at 5 kilowatt station. Desire good opportunity with reliable organization. College grad., married. Tape and resume on request. Box 371C, B•T.

Play-by-play. 3½ years experience. Minor league baseball, and/or college football, basketball. Excellent sports background. Can deliver. College grad. Box 380C, B•T.

Personality announcer; program director; news, sports specialist fourteen years. Available. Box 392C, B•T.

Authoritative news presentation. Understanding with views, chats, commercials. 25kw experience. Mid-western graduate. Gates board. Box 441C, B•T.

Beginner. Conscientious, all phases control board, third class ticket. Tape, resume. Box 444C, B•T.

Young man, personable, excellent voice, no experience, anxious to become announcer, will relocate. Box 445C, B•T.

Attention major market station. Baltimore, Connecticut, New Jersey, New York, Philadelphia, Washington areas. Mature announcer, experienced commercial staff, late nite DJ, remotes, interested in position with good advancement potential. Box 447C, B•T.

Sports announcer-all sports and sales. 28, college, five years experience. Box 448C, B•T.

Sportscaster desires sports berth with progressive station. Six years of diversified experience. Did live and recreated baseball in Class AA League. References, tapes available. Box 449C, B•T.

Announcer, nine years major market am-tv experience. Versatile, dependable. Box 454C, B•T.

Newsman, ten years experience gathering, editing, delivering radio and television news. Relaxed, personable on camera delivery. Box 455C, B•T.

Announcer, 29, single, draft exempt, 8 years experience (3 metropolitan) as news director, program director. Specialty, news, DJ shows. Telephone 3-0911, Macon, Georgia. Write Box 458C, B•T.

Situations Wanted—(Cont'd)

Self praise stinks! Box 462C, B•T.

Experienced staff announcer, board work, third class ticket, midwest background. Box 463C, B•T.

Competent . . . ambitious . . . definite asset to your station. Experienced, radio, television, promotion-newsman wants progressive operation New York, Conn., New Jersey area. Box 470C, B•T.

Announcer, 8 years experience, last 5 present place. Strong on news, music of all types. Deep voice, sincere delivery. Desire permanent job with opportunity for advancement. Mature reliable. Prefer station with tv future, but everything considered. Box 473C, B•T.

Announcer DJ. 18 months staff, will travel, consider all offers, want to settle. Box 481C, B•T.

Announcer, smooth news, commercials, platters. Limited experience. Reliable. Single. Veteran. Car. Tape. Resume. Box 483C, B•T.

Announcer, desires to specialize in news, some sports. Deep voice. Mature delivery. Married. Veteran. Tape, resume. Box 484C, B•T.

News, sports, special events plus competent staff work by versatile and flexible announcer. Ten years broad experience. Sober family man, age 36, seeks permanent opportunity with progressive, profitable operation. 1953 radio income $6435. Tape and details on request. Box 486C, B•T.

Female personality, warm friendly voice, slight British accent. Write continuity and commercials, control board, office experience, specialize in female personality DJ shows. Ronnie Jennings, c/o Foster, 168-20 Northern Blvd., Flushing, N. Y.

Alert announcer, light experience, recent radio broadcasting school graduate. Commercial voice. Good DJ, news, sports, control board, third class ticket. Disc, tape. Draft exempt. Single, available now. Joe Pasca, 2131 Chatterton Ave., Bronx 72, N. Y.

Announcer, news, strong commercial, sports, control board. Experience light. Future bright. Married, reliable. Tape, references. Jim Rochelle, 11 Pinebrook Road, New Rochelle, N. Y. NE. 2-0688.

Personality announcer, salesman, deep voice, single, anywhere. Telephone 705-W, Morganton, N. C.

Technical

Chief engineer, 12 years radio, 10 years broadcast, served as chief 8 years. Am, fm, new construction. All phases. Would like to relocate in the south, married. Box 432C, B•T.

Am-tv engineer. 7 years experience all phases including 50,000 and 1,000,000 watt transmitters. Television experience. Available summer 1954. Resume on request. Box 437C, B•T.

Technician, first phone license. Some experience. East preferred. Box 443C, B•T.

Am or fm engineer desires permanent connection with progressive network station, 1kw up. Box 451C, B•T.

Chief engineer, 1kw 2½ years. 8 years broadcast experience. Built two stations . . . fair announcer . . . want to relocate Gulf states. Box 461C, B•T.

Engineer, three years experience studio and transmitter, 1st class ticket. Within 100 miles of New York City. Box 464C, B•T.

Experienced engineer with degree and considerable electronics experience is interested in job with promising future. Knowledge of Spanish and will travel. Box 465C, B•T.

Engineer: Three years broadcast experience. Two years, electronic experience in Army. Desires good permanent position with future. Box 467C, B•T.

Engineer. Eighteen years experience construction, maintenance and operation. Prefer chief engineer position with small station or transmitter position with larger operation. Permanency prime requisite. Box 477C, B•T.

First phone, 23 months am experience. Disc, tape recording. Some control board experience. Prefer New York. Box 482C, B•T.

Desire studio or transmitter position with radio or tv station. Have first class license. Graduate of D.T.I.'s Chicago lab. Box 485C, B•T.

Situations Wanted—(Cont'd)

Combo-first ticket, two years radio school, one year 250 watt am. DJ, staffer, available immediately. Tape, photo, resume. Like classics. Box 491C, B•T.

Will trade first phone, 5 years engineering for engineering, programming, or other good opportunity. 3½ years announcing, handled programming new station. Now engineer midwest tv. College grad, 31, family. Box 492C, B•T.

1st class engineer. Excellent references. Upper midwest preferred. Mel Anderson, Route 3, St. James, Minnesota. 8 F 161.

Chief with six years experience desires engineering position. Can do combo. Married, two children. C. A. Christensen, P. O. Box 433, Hamilton, Alabama.

First class phone, no experience, will travel. Henry Corney, 336 Carroll Street, Brooklyn 31, New York.

Engineer 1st phone, chief. Experience, am-fm-tv, references, car. All inquires answered. Box 71, Passaic, New Jersey.

Production-Programming, Others

Graduate broadcasting school desires opportunity as director-producer. 31, single, ambitious, willing to relocate. Box 430C, B•T.

Photographer. Experienced television news photographer to handle spot news, newreel type motion pictures, commercial photography for clients, wire photo operation. Fully equipped for still pictures. Experienced in gathering local news. Excellent references. Immediately available. Write Box 435C, B•T.

Program director-announcer. Age 28 . . . family man . . . dependable. 5 years experience . . . 3 as program director of 1kw daytimer. Experience as morning man . . . farm news . . . man on street . . . baseball . . . football . . . quiz shows . . . various remotes . . . sports and newscasting. Have written continuity . . . some sales . . . board operator. Contact Box 459C, B•T.

Need a right arm? Use mine! Ad agency, publicity, tv production experience. Box 479C, B•T.

Tv or radio—news-sports editor just hung up Marine Corps correspondent's garb. Wants slot with progressive outfit. Before Corps wrote for top northeastern CBS affiliate newsroom. B.S. journalism, married, Mid-20s, 3 years experience, references. Box 487C, B•T.

Television-radio. Experienced radio production-advertising. College graduate. Alice Bliss, WDEC Americus, Georgia.

Radio-tv: Newcaster-analyst. DJ; 24.1 rating. 11 years southwest and west coast. Three as pd. Two as combat correspondent. Two years network. College. Saleswise. Jim Creed, 1502 South Highland Ave., Los Angeles 19, California. Webster 0827.

Continuity writer with programming and commercial experience available immediately. Familiar with compiling traffic sheets and production continuity co-ordination. Has 300 hours experience on television equipment. Single, mature, unencumbered, willing to go where opportunity presents itself. Can create, develop and air women's and children's programs for radio or television production and direction. Contact Miss Cecile Meier, Henry Hudson Hotel, 353 57th Street, New York City 19, or phone Columbus 5-6100, extension 703.

Television

Managerial

Relocation advisable for economy-minded, nationally respected manager because of tv merger. Twenty years successful broadcasting background. Not above accepting lesser capacity with good organization. Box 317C, B•T.

Tv-trouble shooter. Present general and commericial manager. Experienced all phases of uhf-vhf. Present income $6300. Box 434C, B•T.

General-sales manager, tv or dual tv-am operation, impressive record as sales manager of large am station and of country's largest tv stations in highly competitive metropolitan market. Adequate reason for being available. Box 442C, B•T.

Tv commercial or assistant manager. Experienced production and sales phases 2½ years vhf. Helped launch successful uhf past year as commercial manager in medium market. Presently employed. Box 490C, B•T.

Salesmen

Sales manager available. Presently top-billing account executive, major market vhf-tv station. Conversant all phases station operation. Young family man. Box 469C, B•T.

Situations Wanted—(Cont'd)

Technical

Tv chief engineer with BSEE Degree, six years' tv experience and fifteen years' radio experience, seeks position as engineering manager in southwest. For further information write or wire Box 271C, B•T.

Tv engineer. Experienced RCA equipment, transmitter and studio. Also micro-wave remotes. No vacation reliefs please. Central U. S. Box 450C, B•T.

Production-Programming, Others

Thorough background in programming and production. Versatile—highly adaptable! Want opportunity in tv. Box 372C, B•T.

Artist, 7 years commercial experience including tv art in advertising agency. Present position, art director, small town tv station. Due to family health needs immediate warm climate. Prefer southwest. Box 433C, B•T.

Tv network film editor, 4 years experience N. Y. company. Desires to relocate. Box 440C, B•T.

Graduate of Television Broadcasting School, arts and production phases. For complete data write, Richard J. Dunlap, 522 N. Prospect, Colorado Springs, Colorado.

For Sale

Stations

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 237C, B•T.

Local station, southern location-showing substantial operating profits, best climate under American flag. No competition from tv or other fm or am outlets. A small unusual operation that offers unique possibilities. Box 472C, B•T.

Ask for our free list of good radio buys today. Jack L. Stoll, 4958 Melrose, Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Planning tv? Save your boss some money. 560 feet of Andrew #453 transmission line, 6⅛" 51.5 ohms. New -in storage- never used. Can be bought at a big discount. Box 373C, B•T.

RCA BTH-5A 5 kw fm transmitter, 4-section RCA pylon antenna 88 to 97.4 frequency range, photo-electric controlled Hughey and Phillips beacon with flasher, Hewlett Packard frequency and modulation monitor, Western Electric monitoring amplifier, Jones micro match, 200 feet 3⅛ inch transmission line, Andrews automatic dehydrator. Can be inspected in operation. Excellent condition. Send for complete data sheet. Box 431C, B•T.

2383 **musical** selections for sale. The Cole Transcription Library featuring Fiddlin' Dave, the Trail Dusters, Montana Pete's Square Dancing, Barber Shop Quartet, Russ Brown, Down Homer Gang, The Little Country Girls, Polka Aristocrates, Judy Martin and Her Mountain Rangers, Doc Hopkins and Country Boys, Johnny Betts, the singing evangelist, Rex Allen and Arizona Ramblers. All in album of 16-inch transcriptions at 33⅓ r.p.m. Best offer takes this wonderful library, never used and no reasonable offer refused. Bud Pentz, KWBE, Beatrice, Nebraska.

Two Presto 10-A turntable chassis in perfect condition, with added adaptation for 45 r.p.m. A real buy for $180.00. for both, crated for shipment, FOB Houston, Texas. First come, first served. Technical Director KXYZ, Gulf Building, Houston, Texas.

RCA type 5A side band filter and TF-3A diplexer, channel four. Available immediately, reasonable. WBEN Buffalo, New York.

RCA radio microphone type BTP-1A with operating and maintenance instructions. Factory new. Best offer. WDBC, Escanaba, Michigan.

RCA 10 kw fm transmitter. Hewlett-Packard fm monitor. Jones micro match. WFMJ Broadcasting Co., Youngstown, Ohio. Riverside 3-4121.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Interested in films? For public reaction through screening committees National Board of Review of Motion Pictures, plus authoritative articles, only $3 a year, read "Films in Review." P. O. Box 109, Gracie Station, New York 28, N. Y.

For Sale—(Cont'd)

Dumitter, new. E. V. O'Dowd, Riverside Hotel, Reno, Nevada.

Newest space-saving workbench, 48" x 24" x 33", completely equipped, shipped FOB knocked down, minutes assembled, only $9.95; Riolemtel, Palatka, Florida.

Call letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Composite 250 watt transmitter. Ideal for conelrad use. Make offer. Box 736, Santa Maria, California.

Wanted to Buy

Stations

Will trade new remote control system for share in your station. Write Box 438C, B•T.

Small or medium market am station, day or full-time. Send particulars first letter. Information held in confidence. Box 474C, B•T.

Equipment, etc.

Used 1 to 3 kw fm transmitter with frequency monitor. 4 doughnuts. State lowest price in first letter. Box 457C, B•T.

Modulation and frequency deviation monitors, must be FCC approved and adaptable for 1270 kilocycle operation. Send complete information to Robert J. Sinnett, Radio Station WHBF, Rock Island, Illinois.

Used recording equipment. Will offer highest trades on new equipment. Commercial Electronic Service, 2609 Olive Street, St. Louis 3, Mo.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesman

BROADCAST-COMMUNICATIONS
SALES ENGINEERS

Major manufacturer of broadcast, communications and electronic equipment has excellent opportunities for two broadcast field sales engineers to work from New York and Dallas offices. Qualifications must include experience in selling broadcast or communications equipment. Send complete personal resume including experience and salary requirements to the nearest regional office below.

COLLINS RADIO CO.

W. A. Schrader
11 W. 42nd St.
New York 36, N. Y.

T. W. Sharpe
1930 Hi-Line Dr.
Dallas 2, Texas

SALESMAN
Aggressive, top man, who can sell in a tough market. Must be good. Top salary, plus commission. Forward background, references, etc., to Box 475C, B•T.

Help Wanted—(Cont'd)

Production-Programming, Others

NEWS DIRECTOR WANTED

50,000 watt Miami CBS outlet has opening for high caliber news director. Must have authoritative news delivery, news sense and ability to re-write local and wire news. Previous executive ability considered. Send references and audition and other pertinent information to

W G B S
1605 Biscayne Boulevard
Miami, Florida

Farm Service Director
No other work involved. Solid lineup national accounts, good opportunity in rich dairy area. Salary based on ability. Prefer midwest man now employed in similar capacity and looking for advancement. WEAU Radio and TV, Eau Claire, Wisconsin.

Television

TECHNICIANS
CBS
Television Network

Needs Technicians for Video Control and Maintenance Work.

Emphasis placed on engineering education, electronic schooling, first-class license, broadcast experience (AM, FM or TV), amateur activity, etc.

Mail detailed resume to

CBS-TV,

Technical Operations Manager,
524 West 57th Street,
New York, N. Y.

Situations Wanted

ATTENTION TV OWNERS
Somewhere in the West or Midwest there's a TV-Radio owner looking for a family man, 37, who has spent 13 years with one company in an allied field. This man has climbed from Bookkeeper to Office Manager to Operations Manager to Sales Manager to General Manager and Corp. officer. Now wants desperately to get into TV-Radio. Needs thorough grounding but can become key man in short time. Salary secondary, will start anywhere along the line. Write Box 493C, B•T.

Situations Wanted

Television

Managerial

25 YEAR VETERAN
BROADCASTING BUSINESS
Currently General Manager of TV and AM operation in major market with 3 VHF stations. Put TV in black in 6 weeks. Well known at top level in all phases of broadcasting. Wish to make change for personal reasons. Can take over full responsibility for building TV station from scratch. Excellent references. Available for personal interview. Box 471C, B•T

Technical

ATTENTION TV STATION MANAGERS
Do you want a smooth running professional operation? Three TV engineers with five years experience in every phase of TV operation at major metropolitan station, available for one week extensive training program for your crew in your new TV studios. Will train them in all facets of TV operation. Write Box 476C B•T for information.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel 4-2113, Gastonia N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 100)

Post office address 268 Jefferson Ave., Memphis. Studio location 3d & Madison, Memphis. Transmitter location 4th & Jefferson, Memphis. Geographic coordinates 35° 08' 41" N. Lat., 90° 03' 00" W. Long. Transmitter GE, antenna RCA. Legal counsel Robert W. Pharr, Memphis. Consulting engineer George C. Davis, Washington. Principals include President **Juliam Beasley Bondurant,** armored motor service transportation; **Peyton Nalle Rhodes,** president Southwestern at Memphis; **James S. M. Smith,** president Memphis State College; **Brother H. Richard,** president Christian Brothers College; and **Frank Lester Roberts,** associate dean U. of Tenn., and **Hollis Freeman Price,** president of LeMoyne College. Filed Feb. 11.

APPLICATIONS AMENDED

Washington, D. C.—United Bcstg. Co. (WOOK) amends bid for new tv station on uhf ch. 50 to change ERP to 22.5 kw visual and 13 kw aural. Filed Feb. 15.

Daytona Beach, Fla. — Telrad Inc. (WMFJ) amends bid for new tv station on vhf ch. 2 to change ERP to 1.26 kw visual and .72 kw aural. Filed Feb. 11.

Omaha, Neb.—Herald Corp. amends bid for new tv station on vhf ch. 7 to specify President Ben H. Crowdery; Vice President Henry Doorly; Vice President W. E. Christenson; Secretary-Treasurer Jewell Hargleroad; change studio and transmitter location to SW corner of 27th & Douglas Sts.; antenna height above average terrain 626 ft. Filed Feb. 11.

Lock Haven, Pa. — Lock Haven Bcstg. Co. (WBPZ) amends bid for new tv station on uhf ch. 32 to change name to Lock Haven Tv Corp.

Wausau, Wis. — Wisconsin Valley Tv Corp. amends bid for new tv station on vhf ch. 7 to change transmitter location to RFD #4, near Wausau; change ERP to 92.3 kw visual, 55.4 kw aural; antenna height above average terrain to 727.76 ft. Filed Feb. 11.

Wausau, Wis.—WSAU Inc. amends bid for new tv station on vhf ch. 7 to change studio location to 714 Fifth St.; correct geographical coordinates to 44° 58' 59" N. Lat., 89° 36' 02" W. Long. Filed Feb. 8.

APPLICATIONS DISMISSED

El Dorado, Ark.—Tv Enterprises Inc. (KARK Little Rock). FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed Feb. 16.

Modesto, Calif.—Ralph M. Brown. FCC dismissed bid for new tv station on uhf ch. 14 at request of attorney. Dismissed Feb. 16.

San Francisco, Calif.—General Teleradio Inc. (KFRC). FCC dismissed bid for new tv station on vhf ch. 2 at request of attorney. Dismissed Feb. 16.

Miami, Fla.—Mel Foster-Harold Hoersch. FCC Comr. E. M. Webster granted petition for dismissal of their bid for new tv station on vhf ch. 7. Dismissed Feb. 16.

Evansville, Ind.—South Central Bcstg. Corp. FCC Comr. E. M. Webster granted petition for dismissal without prejudice of its bid for new tv station on vhf ch. 7. Dismissed Feb. 15.

Tulsa, Okla.—Fryer Tv Co. FCC dismissed bid for new tv station on vhf ch. 2 at request of applicant. Dismissed Feb. 11.

Clarksburg, W. Va.—Clarksburg Bcstg. Corp. (WPDX). FCC dismissed bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Feb. 16.

Existing Tv Stations . . .

ACTIONS BY FCC

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. granted CP to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 700 ft. Granted Feb. 11; announced Feb. 16.

WRDW-TV Augusta, Ga.—Radio Augusta Inc. granted STA to operate commercially on vhf ch. 12 for the period ending May 16. Granted Feb. 9; announced Feb. 16.

WALB-TV Albany, Ga.—Herald Pub. Co. granted modification of CP for vhf ch. 10 to change studio and transmitter locations to near intersection of Greenwood Drive & Stewart St., near Albany, 0.5 mile N of Albany city limits; change ERP to 93.3 kw visual, 46.8 kw aural; antenna height above average terrain 380 ft. Granted Feb. 10; announced Feb. 16.

WTOC-TV Savannah, Ga.—Savannah Bcstg. Co. granted STA to operate commercially on vhf ch. 11 for the period ending Feb. 26. Granted Feb. 9; announced Feb. 16.

WTHI-TV Terre Haute, Ind.—Wabash Valley Bcstg. Corp. granted modification of CP for vhf ch. 10 to change transmitter and studio location to 918 Ohio St.; antenna height above average terrain 480 ft. Granted Feb. 12.

KPLC-TV Lake Charles, La.—T. B. Lanford, et al d/b as Calcasieu Bcstg. Co. granted modification of CP for vhf ch. 7 to change studio and transmitter location to 320 Division St.; change ERP to 52.5 kw visual, 35.5 kw aural; antenna height above average terrain 440 ft. Granted Feb. 9; announced Feb. 16.

WJTN-TV Jamestown, N. Y.—James Bcstg. Co. granted modification of CP for uhf ch. 58 to change studio location to transmitter site at 2.5 miles WSW of city; change ERP to 67.6 kw visual, 36.3 kw aural; antenna height above average terrain 710 ft. Granted Feb. 8; announced Feb. 16.

WIP-TV Philadelphia, Pa. — Pa. Bcstg. Co. granted modification of CP for uhf ch. 29 to change transmitter location to NE corner Ogontz & Cheltenham Avenues; change ERP to 219 kw visual, 120 kw aural; antenna height above average terrain 820 ft. Granted Feb. 10; announced Feb. 16.

WDSM-TV Superior, Wis. — WDSM Tv Co. granted STA to operate commercially on vhf ch. 6 for the period ending June 14. Granted Feb. 9; announced Feb. 16.

APPLICATIONS

WPMT (TV) Portland, Me.—Portland Telecasting Corp. seeks modification of CP for uhf ch. 53 to change ERP to 17.28 kw visual, 10.35 kw aural; antenna height above average terrain 267 ft. Filed Feb. 11.

KHOL-TV Holdrege, Neb.—Bi-States Co. seeks modification of CP for vhf ch. 13 to change ERP to 287.8 kw visual and 143.9 kw aural. Filed Feb. 12.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio Tv System seeks modification of CP for uhf ch. 50 to change to uhf ch. 18 (494-500 mc); ERP to 74.8 kw visual, 40.4 kw aural; antenna height above average terrain to 537 ft. Filed Feb. 11.

KVDO (TV) Corpus Christi, Tex.—Coastal Bend Tv Co. seeks modification of CP for uhf ch. 22 to change ERP to 20.46 kw visual, 11.02 kw aural; change transmitter and studio location to intersection Agnes St. & Staples St., Corpus Christi; antenna height above average terrain 316 ft. Filed Feb. 11.

STATION DELETED

KSPJ (TV) Alexandria, La.—Barnet Brezner. FCC deleted tv station on uhf ch. 62 at request of attorney. Deleted Feb. 8.

New Am Stations . . .

ACTIONS BY FCC

Redding, Calif.—Irving James Schwartz, William Stephen George and John Matranga d/b as Capitol Radio Enterprises (KGMS Sacramento), granted 1230 kc, 250 w unlimited. Estimated construction cost $12,901.12, first year operating cost $50,000, revenue $75,000. Principals in the general partnership are employes of KGMS. Post office address % Irving J. Schwartz, KGMS Hotel Senator, Sacramento, Calif. Granted Feb. 17.

Redding, Calif.—VALR Inc., granted 1400 kc, 250 w unlimited. Estimated construction cost $6,097.39, first year operating cost $42,000, revenue $60,000. Principals are President **Rowland H. Dow** (80%), president and 25% stockholder in KCNO Alturas, Calif.; **Boyd M. Wilson** (10%), Alturas attorney, and **Jean Robnett** (10%). Post office address Box 98, Alturas. Granted Feb. 17.

Southbridge, Mass.—James W. Miller, granted 970 kc, 500 w daytime. Estimated construction cost $11,000, first year operating cost $40,000, revenue $50,000. Mr. Miller is owner of J. W. Miller Co., producers of radio programs and campaigns for radio stations, and president-50% owner of Old Guilford Forge Co., metal goods and household furnishings. Post office address 42 Boston St., Guilford, Conn. Granted Feb. 17.

Chadron, Neb. — Community Service Radio Corp., granted 1450 kc, 250 w unlimited. Estimated construction cost $18,658.88, first year operating cost $56,890.56, revenue $60,384.84. Principals include President **William H. Finch** (43.75%), sales manager KRAI Craig, Colo.; Vice President **Fouse** (12.5%), printing company salesman, and Secretary-Treasurer **Robert W. Fouse** (43.75%), announcer, KTLN Denver, Colo. Granted Feb. 17.

Hobbs, N. M.—W. Lloyd Hawkins and Ted Lawson d/b as Lea County Bcstg. Co., granted 1280 kc, 1 kw daytime. Estimated construction cost $16,775, first year operating cost $40,000, revenue $50,000. Principals in partnership are **W. L. Hawkins** (50%), 20% partner KTNM Tucumcari, N. M., and **T. Lawrence** (50%), 10% partner KTNM. Post office address % W. L. Hawkins, P. O. Box 668, Tucumcari, N. M. Granted Feb. 17.

Atlantic City, N. J.—Leroy & Dorothy Bremmer d/b as Atlantic City Bcstg. Co., granted 1490 kc, 250 w unlimited. Estimated construction cost $4,600. Mr. Bremmer (50%), is tv engineer at WABD (TV) New York; and Mrs. Bremmer (50%), is department store employe. Granted Feb. 15.

Martinsburg, Pa.—Carl W. Kensinger and Robert E. Meredith granted 1370 kc, 500 w daytime. Estimated construction cost $8,400, first year operating cost $36,000, revenue $45,000. Each partner has ½ interest. Kensinger is in sales and service of farm machinery and Meredith is grower, packer and distributor of fresh fruit. Post office address R. D. #1, Roaring Spring, Pa. Granted Feb. 17.

APPLICATIONS

Aurora, Colo.—Arline S. Hodgins, 1430 kc, 1 kw daytime. Post office address 5201 E. 11st St., Denver. Estimated construction cost $14,300, first year operating cost $44,000, revenue $60,000. Mrs. Hodgins is former assistant manager of WPDR Portage, Wis. Filed Feb. 8.

Manchester, Conn.—John Deme d/b as Manchester Bcstg. Co., 1230 kc, 100 w unlimited. Post office address R. D. #1, Box 43, Voluntown, Conn. Estimated construction cost $15,000, first year operating cost $56,000, revenue $65,000. Mr. Deme is former president-general manager WICH Norwich, Conn. Application is contingent on deletion of assignment of 1230 kc to WTHT Hartford. Filed Feb. 10.

Central City, Ky.—Muhlenberg Bcstg. Co., 1380 kc, 500 w daytime. Post office address % William D. Atkinson, WKAY Glasgow, Ky. Estimated construction cost $18,335, first year operating cost $40,000, revenue $60,000. Principals include President **William D. Atkinson** (75.2%), farm director-announcer WKAY Glasgow; Vice President **V. R. (Andy) Anderson** (24.4%), president Park Theatres Corp., Hartford, Ky.; **Joseph Burke** (0.4%), and Secretary-Treasurer **Earl R. Johnson.** Filed Feb. 8.

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service, 1590 kc, 250 w daytime. Post office address 1547 Maplewood, Memphis, Tenn. Estimated construction cost $9,228, first year operating cost $24,000, revenue $36,000. Mr. Daly is employed as general supply clerk at U. S. Naval Air Station, Memphis. Filed Feb. 8.

Existing Am Stations . . .

ACTIONS BY FCC

WMYR Ft. Myers, Fla.—Robert Hecksher granted CP to change 1 kw daytime to 500 w night directional, 1 kw day, unlimited. Granted Feb. 17.

WISH Indianapolis, Ind.—Universal Bcstg. Co. granted CP to move transmitter location 450 ft. SE of present site. Granted Feb. 10; announced Feb. 16.

KOPO Ottawa, Kan.—Ottawa Bcstg. Co. granted authority to sign off at 6 p.m., CST, during the months of Feb. through Sept. Granted Feb. 12; announced Feb. 16.

WLNH Laconia, N. H.—Northern Bcstg. Corp. granted CP to change from 1340 kc, 250 w unlimited to 1350 kc, 5 kw day. Granted Feb. 17.

WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Co. granted CP to change to operation without directional antenna. Granted Feb. 17.

KRWC Forest Grove, Ore.—Irving V. Schmidtke granted authority to remain silent for period of 90 days from Feb. 1. Granted Feb. 8; announced Feb. 16.

WDAS Philadelphia, Pa.—Max M. Leon Inc. granted CP to change from 1400 kc, 250 w unlimited to 1480 kc, 1 kw unlimited. Granted Feb. 15.

WKLV Blackstone, Va. — Blackstone Bcstg. Corp. granted authority to have regular sign-off time at 7:15 p.m., EST, for the period ending May 8. Granted Feb. 9; announced Feb. 16.

APPLICATIONS

WLBN Lebanon, Ky. — Lebanon-Springfield Bcstg. Co. seeks CP to increase power from 500 w to 1 kw. Filed Feb. 11.

KSGM Ste. Genevieve, Mo.—Donze Enterprises Inc. amends application for CP to change from 500 w day, directional day and night to 1 kw day 500 w directional night to specify continued operation one hour after sunrise with nighttime directional and to reduce daytime power to 500 w. Filed Feb. 15.

WPRP Ponce, P. R.—Voice of P. R. Inc. seeks CP to change from directional day and night to directional night only. Filed Feb. 8.

APPLICATION DISMISSED

WHED Havelock, N. C.—Beaufort Bcstg. Co. FCC dismissed application for CP to change transmitter and studio location to Washington, N. C., and make changes in antenna system. Dismissed Feb. 8.

Existing Fm Stations . . .

ACTIONS BY FCC

KGO-FM San Francisco, Calif.—American Bcstg. Paramount Theatres Inc. granted CP to change ERP from 50 kw to 13 kw; antenna height above average terrain from 1,200 ft. to 1,000 ft. Granted Feb. 17.

WNHC-FM New Haven, Conn.—Elm City Bcstg. Corp. granted CP to change ERP from 19.5 kw to 10 kw; antenna height above average terrain from 510 ft. to 630 ft. Granted Feb. 17.

WXYZ-FM Detroit, Mich.—WXYZ Inc. granted CP to change ERP from 30 kw to 14 kw; antenna height above average terrain from 430 ft. to 410 ft. Granted Feb. 17.

WJEF-FM Grand Rapids, Mich.—Fetzer Bcstg. Co. granted CP to change ERP from 550 kw to 115 kw; antenna height above average terrain from 810 ft. to 420 ft. Granted Feb. 17.

WJTN-FM Jamestown, N. Y.—James Bcstg. Co. granted CP to change ERP from 9.5 kw to 9.3 kw; antenna height above average terrain from 735 ft. to 670 ft. Granted Feb. 17.

KDKA-FM Pittsburgh, Pa. — Westinghouse Bcstg. Co. granted CP to change ERP to 12.5 kw and antenna height above average terrain to 590 ft. Granted Feb. 11; announced Feb. 16.

STATIONS DELETED

WJBY-FM Gadsden, Ala.—Gadsden Bcstg. Co. FCC granted request to cancel license and delete fm station on ch. 279. Deleted Feb. 12.

KFMY (FM) Ft. Dodge, Iowa — Northwest Bcstg. Co. FCC granted request to cancel license and delete fm station on ch. 247. Deleted Feb. 12.

Ownership Changes . . .

ACTIONS BY FCC

KBYR Anchorage, Alaska—Keith Capper, Receiver, granted involuntary assignment of license by court order to Jack H. White, Receiver. Granted Feb. 10.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. granted transfer of control to Gerity Bcstg. Co. (WABJ) through purchase of 66⅔% interest from James Gerity Jr. for $120,000. Mr. Gerity is sole owner WABJ. Granted Feb. 10.

APPLICATIONS

KDKD Clinton, KOKO Warrensburg, Mo. — Clinton Bcstg. Co. granted voluntary relinquishment of control by David M. Segal through reassignment of 2% interest to Lee E. & Jeanne F. Baker. No consideration involved. Mr. Baker will now own 50% and Mr. and Mrs. Baker will own 50%. Granted Feb. 12.

KBIS Bakersfield, Calif.—Marmat Radio Co. seeks involuntary assignment of license to Metta C. Mattley, executrix of the estate of James L. Mattley (2.03%), deceased; Guy Marchetti, Fred Marchetti, Reno Marchetti, Umbert Cantelmi, Julian Cantelmi and Harold Brown d/b as Marmat Radio Co. Filed Feb. 5.

WCNU Crestview, Pa.—D. Grady O'Neal & H. French Brown d/b as Gulf Shores Bcstg. Co. seeks involuntary assignment of license to H. French Brown (50%), and Charles C. O'Neal (50%), administrator of the estate of D. Grady O'Neal, deceased d/b as Gulf Shores Bcstg Co. Filed Feb. 9.

WDAK Columbus, Ga.—Radio Columbus Inc. seeks voluntary assignment of license from Alabama corporation to Georgia corporation of the same name. Filed Feb. 11.

KAUM Aguna, Guam—Radio Guam seeks voluntary relinquishment of control by Harry M. Engel Jr. through sale of additional stock. Principals will now include **Harry M. Engel Jr.** (45.5%); Treasurer **Phil Berg** (45.5%); Secretary **William B. Duce** (4%), attorney, and **John P. Hearne** (5%), secretary-25% stockholder KAFY-AM-TV Bakersfield, Calif., and 6½% stockholder KVEN Ventura, Calif. Filed Feb. 4.

WLS, WENR Chicago, Ill.—Agricultural Bcstg. Co., American Bcstg.-Paramount Theatres Inc. seek voluntary assignment of licenses to newly formed merger corporation WLS Inc. Each will have 50% interest. Principals include President **James E. Edwards;** 1st Vice President **Glenn Snyder;** 2nd Vice President **Arthur M. Harre,** and Treasurer **George R. Cook** (see B•T, Feb. 8). Filed Feb. 12.

WGRY Gary, Ind.—WGRY Inc. seeks voluntary transfer of control to George M. Whitney & Carolina L. Whitney through purchase of remaining 8.57% interest from Frederik K. Feyling for $2,400. Mr. and Mrs. Whitney will now each own 50% interest. Filed Feb. 8.

KDHL Faribault, Minn.—Herbert H. Lee, Palmer Dragsten & John E. Hyde Jr. d/b as KDHL Bcstg. Co. seek voluntary assignment to Palmer Dragsten & John E. Hyde Jr. through purchase of remaining ⅓ partnership interest from Herbert H. Lee for $55,000. Messrs. Hyde and Dragsten will now each own 50% interest. Filed Feb. 8.

KTTR Rolla, KSMO Salem, Mo.—Luther W. Martin, Wilson C. Burkhead & Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. seek voluntary assignment of license to Luther W. Martin & Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. through purchase of remaining ⅓ interest from Wilson E. Burkhead for $30,000. Messrs. Martin & Mitchum will now each own 50% interest. Filed Feb. 8.

Patchogue, N. Y.; Plainfield, N. J.—FCC granted petition of WXNJ Inc., Plainfield, to dismiss without prejudice its application for new am station on 1580 kc 1 kw daytime; retained in hearing competitive bid of WPAC Patchogue. Action Feb. 11.

WXEL (TV) Cleveland, Ohio; KPTV (TV) Portland, Ore.—Empire Coil Co. seeks transfer of control to Storer Bcstg. Co. for $8.5 million. Storer Bcstg. owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WRBC-AM-TV Birmingham, KGBS-AM-TV San Antonio, WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va. Storer proposes to sell one of its vhf outlets and has petitioned FCC to permit temporary operation on uhf ch. 27 KPTV (TV) until settlement of multiple ownership rule (see B•T, Feb. 15). Filed Feb. 11.

Hearing Cases . . .

INITIAL DECISIONS

Mobile, Ala.—New tv, vhf ch. 5. FCC hearing examiner H. Gifford Irion issued initial decision looking toward grant of application of Mobile Television Corp. for construction permit for new tv station on ch. 5 in Mobile, Ala., and denial of the competing application of WKRG-TV Inc., for the same facilities. Action Feb. 12.

Buffalo, N. Y.—New tv, vhf ch. 2. FCC hearing examiner Harold L. Schilz issued initial decision looking toward grant of application of Niagara Frontier Amusement Corp. for construction permit for new tv station in Buffalo, N. Y., on ch. 2; engineering condition and subject to the condition that the grant is without prejudice to any action the Commission may take with respect to any future application which is filed to effectuate the agreement made on Nov. 2, 1953, between Niagara Falls Gazette Publishing Co., Victory Television Corp., and Leo J. Fitzpatrick and I. R. Lounsberry (sole stockholders of WGR Broadcasting Corp.). Action Feb. 17.

OTHER ACTIONS

KIFN Phoenix, Ariz.—Western Bcstg. Co. FCC designated for hearing application to change operation on 860 kc, 1 kw, from day only to unl. time, DA-2. Action Feb. 17.

KRNO San Bernardino, Calif.—Western Empire Bcstrs. Inc. FCC denied request to change call letters from KRNO to KECA (formerly used in Los Angeles). The Commission feels that confusion to people living within the service areas of San Bernardino and Los Angeles might result if such a change is made. Action Feb. 17.

Chicago, Ill.—Vhf ch. 2 proceeding. In view of the decision by the U. S. Court of Appeals for the D.C. Circuit, the Commission, by order, (1) vacated that portion of its memorandum opinion and order of Feb. 9, 1953, which finalized a show cause order modifying the license of tv station WBKB (now WBBM-TV) to provide for operation on ch. 2 in lieu of ch. 4 in Chicago, Ill., and which also dismissed the application of Zenith Radio Corp. for new tv station on ch. 2 in Chicago, and, accordingly, (2) reinstated Zenith's application and severed the show cause proceeding with respect to ch. 2 in Chicago from Dockets 8736 et al and assigned it a new docket number. Also, the Commission is advising Zenith that its application for new tv station, and is advising Columbia Bcstg. System that latter's application for renewal of license of WBBM-TV, both for ch. 2, indicate necessity of a hearing. Action Feb. 11.

Mutual Bcstg. System Inc.—FCC granted application for extension of authority for one year beginning Feb. 28, to transmit programs to CKLW Windsor, Ontario, and stations of the Canadian Bcstg. Corp. and the Canadian Minister of Transport. Action Feb. 17.

WSBM-TV Saginaw, Mich.—Booth Radio & Tv Stations Inc. FCC denied petition of Saginaw Bcstg. Co. (WSAM-AM-FM), Saginaw, Mich., requesting cancellation of the assignment of call letters WSBM-TV to Booth. Action Feb. 17.

Omaha, Neb.—Vhf ch. 7 proceeding. FCC designated for consolidated hearing on March 19, applications of KFAB Bcstg. Co. and Herald Corp. for new tv station on ch. 7. Comrs. Hyde and Hennock absent. Action Feb. 17.

KSPI Stillwater, Okla.—Stillwater Pub. Co. FCC designated for hearing application to change from 780 kc, 250 w day, to 1490 kc, 250 w, unlimited, and made KBIX Muskogee, Okla., a party to the proceeding. Action Feb. 17.

Roanoke, Va.—Vhf ch. 7 proceeding. By order, the Commission denied (1) petition by Times-World Corp. for review and reversal of a hearing examiner's ruling and order and its request for oral argument thereon, and (2) a motion to enlarge the issue in the hearing on applications by Times-World and Radio Roanoke Inc., for new tv station to operate on ch. 7 in Roanoke, Va. Commissioner Bartley issued a concurring statement. Action Feb. 11.

Lawton, Okla.—Phil Bird. FCC designated for hearing application for new am station on 1600 kc, 1 kw unlimited. Action Feb. 17.

Seattle, Wash.—Vhf ch. 7 proceeding. By order, the Commission denied a petition filed Dec. 10, 1953 by Queen City Broadcasting Co. requesting that the Commission enlarge the issues with reference to financial qualifications of KXA in the proceeding involving competing three applicants for new tv station in Seattle, Wash., on ch. 7. Action Feb. 12.

Milwaukee, Wis.—Vhf ch. 12 proceeding. By order, the Commission denied motion filed Dec. 28 by Milwaukee Area Telecasting Corp., requesting dismissal of the application of Milwaukee Broadcasting Co. for new tv station in Milwaukee, Wis., on ch. 12, for which Wisconsin Broadcasting System Inc., Milwaukee Broadcasting Co., Milwaukee Area Telecasting Corp., and Kolero Telecasting Corp. are competing applicants. By order, the Commission granted request of Wisconsin Broadcasting System to delete from issue No. 1 in above-mentioned proceedings all reference to that company, subject to engineering condition. Action Feb. 12.

Wausau, Wis.—Vhf ch. 7 proceeding. FCC designated for consolidated hearing on March 19, applications of WSAU Inc. and Wisconsin Valley Tele. Corp. for new tv station on ch. 7. Comrs. Hyde and Hennock absent. Action Feb. 17.

Sheboygan—Plymouth, Wis. — FCC designated for consolidated hearing application of Sheboygan Bcstg. Co. and Eastern Wis. Bcstg. Co. for new am stations on 1420 kc, 500 w, day, at Sheboygan and Plymouth, respectively; made WBEV Beaver Dam, Wis., a party to the proceeding. Action Feb. 17.

Whitefish Bay, Wis.—Vhf ch. 6 petition dismissed. By memorandum opinion and order, the Commission denied petition filed by the Ultra High Frequency Television Association for reconsideration of the Commission's Dec. 4, 1953, report and order which assigned vhf ch. 6 to Whitefish Bay, Wis. Action Feb. 11.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

MEXICO

Change List No. 164—Dec. 15, 1953

620 kc

XEEF Santiago Ixuintla, Nayarit, 500 w day, 250 night, unlimited. Class IV. Delete assignment. 12-10-53.

XEEF Tepic, Nayarit, 1 kw day, 250 w night, unlimited. Class IV. 4-26-54.

670 kc

XEFJ Teziutlan, Puebla, 250 kw, directional night, unlimited. Class II. 4-26-54.

XEPM Gomez Palacio, Durango, 250 w daytime. Class II. Now 790 kc, 6-15-54.

790 kc

XEGZ Ciudad Lerdo, Durango, 250 w unlimited. Class IV. Now 670 kc. 6-15-54.

Manzanillo, Colima, 100 w unlimited. New assignment. Class IV. 6-15-54.

870 kc

Villahermosa, Tabasco, 1 kw day. New assignment. Class II. 5-10-54.

920 kc

Culiacan, Sinaloa, 5 kw, directional night, unlimited. New assignment. Class III-A. 5-10-54.

XEGM Tijuana, Baja Calif., 5 kw day, 250 w night, directional, unlimited. Class III-A. 3-10-54.

970 kc

Los Mochis, Sinaloa, 5 kw unlimited, directional night. New assignment. Class III-A. 5-10-54.

980 kc

XERN Nueva Rosita, Coahuila, 5 kw daytime, 500 w night, unlimited. Class III-B. 5-10-54.

1080 kc

XETA Zitacuaro, Michoacan, 500 w day, 250 night, unlimited. Class II. Formerly on 810 kc. 5-10-54.

1150 kc

XEJP Mexico, D. F., 10 kw unlimited, directional night. Class III-B. Now in operation. 9-1-53.

1240 kc

Ensenada, Baja Calif., 100 w unlimited. Class IV. 5-10-54.

1370 kc

XETQ Orizaba, Veracruz, 250 w unlimited. Reduction in power. Class IV. 5-10-54.

1440 kc

Rosario, Sinaloa, 250 w unlimited. Class IV. 12-15-53.

Change List No. 165—Jan. 13, 1954

810 kc

Nogales, Sonora, 500 w day. Class II. 7-12-54.

970 kc

XEJ Ciudad Juarez, Chihuahua, 10 kw day, 5 kw night, unlimited. Class III-A. 12-10-53.

1170 kc

Nogales, Sonora, 250 w day. Class II. 7-12-54.

XEFD Rio Bravo, Tamaulipas, 1 kw, day. Class II. 1-1-54.

1240 kc

Nogales, Sonora, 250 w unlimited. Class IV. 7-12-54.

1270 kc

XEKK Leon, Guanajuato, 700 w day, 150 w night, unlimited. Class IV. 11-21-53.

1390 kc

XEKN Monclova, Coahuila, 500 w unlimited. Class III-B. 1-12-54.

1490 kc

XEMS Matamoros, Ramaulipas, 250 w unlimited. Class IV. 1-12-54.

1520 kc

XEHT Huamantla, Tlaxcala, 250 w day. Class II. Formerly XECY. 1-12-54.

Routine Roundup . . .

February 11 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Chief Broadcast Bureau—Granted petition for acceptance of late filing of his comments in support of "Petition to review order of hearing examiner denying petition for leave to amend" filed by Kolero Telecasting Corp. for ch. 12 in Milwaukee, Wis. (Docket 10794).

Midwestern Bcstg. Co., Cheboygan, Mich. — Granted petition for leave to amend its application (Docket 10668; BP-8795) to include field intensity measurements on stations WATC and WMBN.

By Hearing Examiner Charles J. Frederick

Issued a supplemental order governing course of proceeding in re applications of Beachview Bcstg. Corp., Norfolk, and Portsmouth Radio Corp., Portsmouth, Va., for ch. 10 (Dockets 10800-01), and ordered renumbering of matters of reliance to conform to the numbering scheme adopted heretofore by the examiner, and, as so numbered, be added to the matters of reliance of Beachview 1-16 inclusive. (Action of 2/5.)

By memorandum opinion and order granted in part and denied in part petitions filed by Portsmouth Radio Corp. to amend its application for ch. 10 (Docket 10801). (Action of 2/9.)

By Hearing Examiner Herbert Sharfman

Wisconsin Bcstg. System Inc., Milwaukee Bcstg. Co., Milwaukee Area Telecasting Corp., Kolero Telecasting Corp., Milwaukee, Wis.—By memorandum opinion and order denied petitions of applicants for ch. 12 (Dockets 8954 et al), to enlarge the issues. Further ordered that a further hearing conference in this proceeding be scheduled for Feb. 12.

By Hearing Examiner Millard F. French

WPTF Radio Co., Capitol Bcstg. Co., Raleigh, N. C.—On motion by the examiner, continued from Feb. 19 to March 5, the hearing in re ch. 5 (Dockets 10861-62).

By Hearing Examiner Elizabeth C. Smith

Loyola University, The Time-Picayune Pub. Co., James A. Noe and Co., New Orleans, La.—Granted petitions of applicants for ch. 4, for leave to amend their respective applications in order to incorporate a proposal for color television (Docket 8936 et al).

By Hearing Examiner H. Gifford Irion

Gulf Coast Bcstg. Co., Baptist General Convention of Tex., Corpus Christi, Tex.—Upon motion of all parties, continued from Feb. 9 to Feb. 19, the hearing in re applications for ch. 6 (Dockets 10559-60).

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Badger Tv Co., Madison, Wis.—Extended from Feb. 10 to March 10 the time for filing proposed findings in the proceeding re applications for ch. 3 (Docket 8959 and 10641).

By Hearing Examiner Harold L. Schilz

Granted petition of Niagara Frontier Amusement Corp., Buffalo, N. Y., applicant for ch. 2, for extension of time to and including Feb. 12, in which to file its proposed findings, notice of corrections to the record and briefs in connection therewith (Docket 10804); and further ordered that the counsel for Broadcast Bureau shall file its brief or similar document entitled "Statement of Policy" applying to this particular case and any notice of corrections to the record which it desires to file on or before Feb. 12.

By Hearing Examiner Fanney N. Litvin

Granted petition of Arkansas Telecasters Inc., applicant for ch. 11 in North Little Rock, Ark., for continuance from Feb. 15 to April 15, of time for presentation of direct written testimony in this proceeding (Docket 10611 and 10610).

February 12 Applications

ACCEPTED FOR FILING

Renewal of License

KCHA Charles City, Iowa, Radio Inc. (BR-2378); KSMN Mason City, Iowa, Mohawk Bcstg. Co. (BR-2046); KWKH Shreveport, La., International Bcstg. Corp. (BR-452); WRKD Rockland, Me., KNOX Bcstg. Co. (BR-2741); WALE Fall River, Mass., Narragansett Bcstg. Co. (BR-2076); WHIL Medford, Mass., Conant Bcstg. Co. (BR-2706); WMAS Springfield, Mass., WMAS Inc. (BR-811); WKXL Concord, N. H., Capitol Bcstg. Co. (BR-1313); WABZ Albemarle, N. C., Radio Station WABZ Inc. (BR-1596); KLIQ Portland, Ore., Mercury Bcstg. Co. (BR-2266); WFGN Gaffney, S. C., Cherokee Radio Co. (BR-1930); KCTX Childress, Tex., Golden West Bcstg. Co. (BR-1675); KGBC Galveston, Tex., James W. Bradner Jr., tr/as The Galveston Bcstg. Co. (BR-1458); KING Seattle, Wash., King Bcstg. Co. (BR-62).

Modification of CP

KAMD Camden, Ark., Camden Radio Inc. — Modification of construction permit (BP-9043) which authorized changes in the antenna system (increase in height) for extension of commencement and completion date (BMP-6428).

KBMI Henderson, Nev., Moritz Zenoff—Modification of construction permit (BP-8687) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6430).

WFBC Greenville, S. C., Carolina Television Inc.—Modification of license to change name of applicant to WMRE Inc. (BML-1577).

KVLB Cleveland, Tex., Harvard Bailes—License to cover construction permit (BP-8298) which authorized a new standard broadcast station (1410 kc) (BL-5521).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—Modification of construction permit (BP-8966) which authorized new standard broadcast station for approval of antenna, transmitter and studio location (BMP-6429).

KMBY-TV Monterey, Calif., The Monterey Radio-Television Co.—Mod. of CP (BPCT-1225) which authorized new tv station for extension of completion date to 4-19-54 (BMPCT-1842).

KONA Honolulu, Hawaii, Radio Honolulu Ltd.—Mod. of CP (BPCT-984) as mod. which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1839).

WAVE-TV Louisville, Ky., WAVE Inc.—Mod. of CP (BPCT-756) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 5-11-54 (BMPCT-1840).

WLAM-TV Lewiston, Me., Lewiston-Auburn Bcstg. Corp.—Mod. of CP (BPCT-736) which authorized new tv station for extension of completion date to 6-30-54 (BMPCT-1843).

WCPO-TV Cincinnati, Ohio, Scripps-Howard Radio Inc.—Mod. of CP (BPCT-830) as mod., which authorized changes in existing tv station for extension of completion date 1-1-55 (BMPCT-1838).

KETX Tyler, Tex., Jacob A. Newborn Jr.—Mod. of CP (BPCT-1422) as mod., which authorized new tv station for extension of completion date to 6-1-54 (BMPCT-1837).

License for CP

WGVL Greenville, S. C., Greenville Television Co.—License to cover CP (BPCT-1354) as mod., which authorized new tv station and to change designation of transmitter site as Paris Mountain, Altamont Road near Greenville, S. C., and to designate studio site as Calhoun towers, 904 No. Main, Greenville, S. C. (BLCT-175).

KCMC-TV Texarkana, Tex., KCMC Inc.—License to cover CP (BPCT-714) as mod., which authorized new tv station (BLCT-181).

February 15 Applications

ACCEPTED FOR FILING

Modification of CP

WJLD Homewood, Ala., Johnston Bcstg. Co. (George Johnston and George Johnston Jr., partners)—Modification of construction permit (BP-8655) as modified, which authorized changes in the antenna system by adding tv antenna (increase in height) for extension of completion date (BMP-6435).

WEPG South Pittsburgh, Tenn., Eaton P. Govan Jr. tr/as Marion County Bcstg. Service — Modification of construction permit (BP-8892) which authorized new station for approval of antenna, transmitter and studio locations (BMP-6434).

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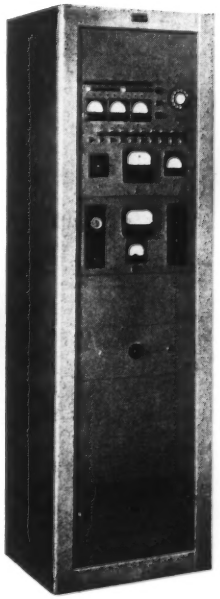

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Renewal of License

KTAC Tacoma, Wash., Tacoma Bcstrs Inc.—(BR-1136).

WGUY-FM Bangor, Me., Murray Carpenter—(BRH-130).

WXHR Woburn, Mass., Middlesex Bcstg. Corp.—(BRH-600).

Remote Control

WBGO Newark, N. J., The Board of Education of Newark in the County of Essex—(BRED-22).

WMBH-FM Joplin, Mo., Joplin Bcstg. Co. —(BRCH-72).

Modification of CP

WTAC-TV Flint, Mich., Trendle-Campbell Bcstg. Corp.—Mod. of CP (BPCT-970) as mod., which authorized new tv station for extension of completion date to 8-8-54 (BMPCT-1849).

WTCN-TV Minneapolis, Minn., Minnesota Television Public Service Corp.—Mod. of CP (BPCT-844) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1850).

WMIN-TV St. Paul, Minn., WMIN Bcstg. Co.—Mod. of CP (BPCT-343) as mod., which authorized new tv station for extension of completion date to 6-1-54 (BMPCT-1845).

WLOK-TV Lima, Ohio, WLOK Inc.—Mod. of CP (BPCT-1398) as mod., which authorized new tv station for extension of completion date (BMPCT-1844).

WGBI-TV Scranton, Pa., Scranton Bcstrs. Inc.—Mod. of CP (BPCT-780) as mod., which authorized new tv station for extension of completion date (BMPCT-1853).

APPLICATION RETURNED

Myron Jones, Salem, Ohio—Construction permit for new standard broadcast station on 1570 kc, 1 kw, daytime hours only. Site not specified.

February 16 Decisions

BROADCAST ACTIONS

Actions of Feb. 12

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown:

WMIN-TV St. Paul, Minn., to 9/1/54; WLOK-TV Lima, Ohio, to 9/7/54; WTAC-TV Flint, Mich., to 8/8/54; WGBI-TV Scranton, Pa., to 8/11/54; WROW-TV Albany, N. Y., to 8/15/54; WTCN-TV Minneapolis, Minn., to 9/1/54; WSUN-TV St. Petersburg, Fla., to 9/15/54.

Actions of Feb. 11

Granted CP

WHBT Harriman, Tenn., The Harriman Bcstg. Co.—Granted CP to install a new transmitter (BP-9169).

KRXL Roseburg, Ore., Umpqua Bcstrs. Inc.—Granted CP to install a new antenna and ground system and move tower 90 feet (BP-8995).

The following stations were granted CPs for extension of completion dates as shown:

WAVE-TV Louisville, Ky., to 9/11/54; WCPO-TV Cincinnati, Ohio, to 9/1/54; KONA Honolulu, Hawaii, to 9/1/54; KMBY-TV Monterey, Calif., to 8/26/54; WLAM-TV Lewiston, Me., to 9/8/54.

Actions of Feb. 10

Granted License

WSTN St. Augustine, Fla., Saint Augustine Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 1 kw, D (BL-5203).

KBLO Hot Springs, Ark., National Park Bcstg. Co.—Granted license for am broadcast station; 1470 kc, 1 kw, D (BL-4900).

KFXM San Bernardino, Calif., Lee Bros. Bcstg. Corp.—Granted license covering installation of new auxiliary transmitter (BL-5220).

Modification of CP

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—Granted mod. CP for approval of antenna, transmitter and studio location and change type transmitter (BMP-6400).

Actions of Feb. 9

Granted License

KGY Olympia, Wash., Tom Olsen—Granted license covering installation of new transmitter (BL-5198).

WMOP Ocala, Fla., Andrew B. Letson—Granted license for am broadcast station; 900 kc, 1 kw, D (BL-5202).

WMSL Decatur, Ala., Tennessee Valley Bcstg. Co.—Granted license covering installation of new transmitter (BL-5197).

WORZ Orlando, Fla., Central Fla. Bcstg. Co.—Granted CP to install new transmitter as auxiliary (at present location of main transmitter), to be operaed on 740 kc, 250 w (BP-9149).

KETX Tyler, Tex., Jacob A. Newborn Jr.—Granted mod. CP to extend completion date to 6/1/54 (BMPCT-1837).

Action of Feb. 8

Granted License

KCMC-FM Texarkana, Tex., KCMC Inc. — Granted license covering changes in facilities; ERP 7 kw; antenna 267 ft. (BLH-939).

WOOW New Bern, N. C., Craven Bcstg. Co.— Granted license for am station; 1490 kc, 250 w, U (BL-5085).

KAGR Yuba City, Calif., John Steventon — Granted license for am station; 1450 kc, 100 w, U (BL-5028).

KVPI Ville Platte, La., Ville Platte Bcstg. Co.—Granted license for am station; 1050 kc, 250 w, D (BL-5165).

KALM Thayer, Mo., Robert F. Neathery — Granted license for am station; 1290 kc, 1 kw, D (BL-5196).

Modification of CP

KDRO-TV Sedalia, Mo., Milton J. Hinlein—Granted mod. CP to extend completion date to 9/8/54 (BMPCT-1832).

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Calif. Inland Bcstg. Co., KARM The George Harm Station, Fresno, Calif.—Granted petitions for corrections to the transcript of record in re their applications for ch. 12 (Dockets 9050, 10650).

By Hearing Examiner Elizabeth C. Smith

Granted motion of Loyola University, New Orleans, La., for continuance of consolidated hearing re its application, et al., for ch. 4, from Feb. 16 to Feb. 23 (Docket 8936 et al.).

By Hearing Examiner J. D. Bond

Ordered that on or before March 3, counsel for each party re applications of Times-World Corp. and Radio Roanoke Inc., for ch. 7 at Roanoke, Va. (Docket 10655-56), shall deliver to other counsel in this proceeding copies of all documents and papers which are intended to be offered as exhibit evidence in chief in support of the party's affirmative case; and further ordered that further hearing shall commence March 16, at which time hearing will proceed in accordance with paragraph 13 of the order of Jan. 5, and thereupon Times-World Corp. shall proceed with the presentation of its evidence in chief to be followed by the evidence in chief on behalf of Radio Roanoke Inc. and then by such evidence in chief as may be offered on behalf of the Chief Broadcast Bureau, and at an appointed time thereafter the parties in like sequence shall present such rebuttal evidence as they wish to offer.

By Hearing Examiner H. Gifford Irion

On request of all parties, continued further hearing in re applications of Gulf Coast Bcstg. Co. and Baptist General Convention of Texas, for ch. 6 at Corpus Christi, from Feb. 19 to Feb. 25 (Docket 10559-60).

By Hearing Examiner Isadore A. Honig

Gave notice of a pre-hearing conference of all counsel, including counsel for the Chief Broadcast Bureau, to begin Feb. 17, in applications of Appalachian Bcstg. Corp. and Tri-Cities Tele Corp., for ch. 5 in Bristol, Va. (Docket 10879-80).

By Hearing Examiner Millard F. French

Pursuant to request of counsel made at conclusion of the taking of testimony on Feb. 3 in re applications of Cowles Bcstg. Co. and Murphy Bcstg. Co., for ch. 8 in Des Moines, Iowa, set forth dates that proposed findings shall be filed by each party (Dockets 8897-8900).

By Hearing Examiner Annie Neal Huntting

By memorandum opinion and order ordered that the material filed by Oil Capital Tele. Corp., Tulsa, Okla., specifically referred to in paragraphs 4 and 5 in the memorandum opinion, be stricken because found to be at variance from its application (Docket 10841) for ch. 2, and Oil Capital is directed to furnish substitute material in lieu thereof which is in conformity with and in support of its application, on or before Feb. 18; further ordered that Oil Capital be directed to furnish information called for in paragraphs 8 and 9 in the memorandum opinion on or before Feb. 18; extended the time for furnishing the information referred to in paragraph 10 from Feb. 12 to Feb. 18, and that all material required herein to be furnished shall be signed under oath and filed with the Commission in triplicate, with copies of same furnished to Central Plains (competing applicant), the Broadcast Bureau and the examiner.

By Hearing Examiner Thomas H. Donahue

On request of KXA Inc., continued consolidated hearing re ch. 7 in Seattle, Wash., from Feb. 12 to Feb. 25 (Docket 10758 et al).

By Hearing Examiner Harold L. Schilz

Hav-A-Call Inc., Philadelphia, Pa.—Granted petition for leave to amend its application for one-way signaling station (Docket 10886), to change cost of construction, etc.

Samuel N. Kirkland, d/b as Contact, Philadelphia, Pa.—Granted petition for leave to amend application for one-way signaling station (Docket 10885), to change location of base station transmitter, etc.

February 16 Applications

ACCEPTED FOR FILING

Renewal of License

WEAS Decatur, Ga., WEAS Inc. (BR-1583); WMBI Chicago, Ill., The Moody Bible Institute of Chicago (BR-555); WIBC Indianapolis, Ind., WIBC Inc. (BR-985); WZIP Covington, Ky., WZIP Inc. (BR-1763); KDLA DeRidder, La., John B. McCrary and Cyril W. Reddock, d/b as Sabine Bcstg. Co. (BR-2574); WABJ Adrian, Mich., Gerity Bcstg. Co. (BR-1732); WGNY Neburgh, N. Y., Orange County Bcstg. Corp. (BR-817); WWGP Sanford, N. C., Sandhills Bcstg. Corp. (BR-1433); WHIM Providence, R. I., Inter-City Bcstg. Co. (BR-1687); KRLD Dallas, Tex., KRLD Radio Corp. (BR-397); KGRI Henderson, Tex., Henderson Bcstg. Corp. (BR-1692); WOAI San Antonio, Tex., Southland Industries Inc. (BR-415); WHWB Rutland, Vt., Central Vermont Bcstg. Corp. (BR-2317).

WAEW-FM Crossville, Tenn., WAEW Inc. — Construction permit to replace expired permit (BPH-1851) which authorized new fm station which expired 1-20-54 (BPH-1926).

Remote Control

KCMC-FM Texarkana, Tex., KCMC Inc.—301-A, Operation by remote control (BRCH-73).

Modification of CP

WPET Greensboro, N. C., Wayne M. Nelson—Modification of construction permit (BP-8649) as modified which authorized new standard broadcast station for extension of completion date (BMP-6436).

WFTL-TV Ft. Lauderdale, Fla., Tri-County Bcstg. Co.—Mod CP (BPCT-997) as mod., which authorized new tv station to extend completion date to 10-1-54 (BMPCT-1859).

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WTOC-TV Savannah, Ga., Savannah Bcstg. Co.—Mod CP (BPCT-712) which authorized new tv station to extend completion date to 8-26-54 (BMPCT-1854).

WROW-TV Nr. Albany, N. Y., Hudson Valley Bcstg. Co.—Mod CP (BPCT-389) as mod., which authorized new tv station to extend completion date to 5-1-54 (BMPCT-1855).

WFMY-TV Greensboro, N. C., Greensboro News Co.—Mod. CP (BPCT-750) as mod., which authorized changes in existing tv station to extend completion date to Dec., 1954 (BMPCT-1858).

WQCY Allentown, Pa., Queen City Television Co.—Mod. CP (BPCT-1001) which authorized new tv station to extend completion date to Sept., 1954 (BMPCT-1857).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. CP (BPCT-772) as mod., which authorized changes in facilities of existing tv station to extend completion date to 8-1-54 (BMCT-1856).

February 17 Decisions

BROADCAST ACTIONS

McFarland Letter

WWLA Lancaster, Pa., Harold C. Burke—Is being advised that application (BMPCT-1684) for additional time to construct new tv station on ch. 21 cannot be granted on basis of present showing. Comr. Hennock dissented.

WERE-TV Cleveland, Ohio, Cleveland Bcstg. Inc.—Is being advised that application (BMPCT-1760) for additional time to construct new tv station on ch. 65 cannot be granted on basis of present showing. Comr. Hennock dissented.

Granted CP

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co.—Granted CP to change operation on 740 kc, 1 kw, D, DA, to operation without directional antenna; engineering conditions (BP-8803).

Modification of CP

WWOL-FM Buffalo, N. Y., Greater Erie Bcstg. Co.—Granted mod. CP for extension of completion date to April 1, and waived rules to permit use of 250 w transmitter with less than required median field intensities over Buffalo and North Tonawanda, N. Y. (BMPH-4862).

Renewal of License

Granted renewal of following station licenses on a regular basis:

KING-FM Seattle, Wash.; KPOJ-FM Portland, Ore.; WCAU-FM Philadelphia, Pa.; WGKV-FM Charleston, W. Va.; WHBF-FM Rock Island, Ill.; WHFM (FM) Rochester, N. Y.; WJLS-FM Beckley, W. Va.; WKRG-FM Mobile, Ala.; WNHC-FM New Haven, Conn.; WTHI-FM Terre Haute, Ind.

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Cavalier Bcstg. Corp. (Assignor), Larus & Brother Co. (Assignee) Norfolk, Va.—Granted joint petition for dismissal without prejudice of their application for assignment of license of WCAV Norfolk, Va. (Docket 10868; BAL-1564) (Action 2/16).

B. F. J. Timm, Jacksonville, Fla.—Denied petition for acceptance of late filing of his appearance in proceeding re his application (Docket 10819; BP-8859) and that of Ray Herbert Gunckel Jr., Jacksonville (Docket 10818; BP-8796) (Action 2/9).

By Hearing Examiner Isadore A. Honig

Appalachian Bcstg. Corp., Bristol, Va. Tri-Cities Tv Corp.—Upon informal request of counsel for Tri-Cities and with the concurrence of counsel for Appalachian and the Chief of the Broadcast Bureau, prehearing conference in the matter of applications for ch. 5 was continued from Feb. 17 to Feb. 18. (Dockets 10879, 10880; BPCT-850; BPCT-1250).

The Central Kentucky Bcstg. Co., Inc., Lexington, Ky.—Granted motion for leave to amend its tv application for ch. 18 so as to show: (1) Revision of its By-laws; and (2) Election of an additional Vice-President (Docket 10898; BPCT-1815).

By Hearing Examiner Herbert Sharfman

Ordered further hearing conference in the proceeding re applications of Wisconsin Bcstg. System Inc. (Docket 8954; BPCT-377) et al, for ch. 12 at Milwaukee, Wis., on Feb. 17 at 10:00 a.m.

By Hearing Examiner Basil P. Cooper

KTBS Inc., Shreveport, La., International Bcstg. Corp.—Granted joint request for corrections in various respects to Volume 21 of the transcript in proceeding re their tv applications for ch. 3 (Dockets 10476, 10477; BPCT-464, 505).

By Hearing Examiner Charles J. Frederick

In preliminary order governing course of proceeding re tv applications of City of Jacksonville, Jacksonville, Fla. (Docket 10833; BPCT-749, et al) for ch. 12, ordered that the parties exchange all further information heretofore agreed to be exchanged with each other on or before Feb. 23; that the matters of reliance of the various parties be exchanged on or before March 2 and that Commission counsel be supplied with copies of the same and that the additional hearing conference in this matter be continued until further order of the Examiner.

By Hearing Examiner Harold L. Schilz

Niagara Frontier Amusement Corp., Buffalo, New York—Granted motion for corrections in various respects to the transcript of record in proceeding re application for ch. 2 (Docket 10804; BPCT-1746) with three exceptions.

February 17 Applications

ACCEPTED FOR FILING

Renewal of License

KTIS-FM Minneapolis, Minn., Northwestern Theological Seminary & Bible Training School (BRH-483); KCMC-FM Texarkana, Tex., KCMC Inc. (BRH-425); WBTM-FM Danville, Va., Piedmont Bcstg. Corp. (BRH-123).

Modification of CP

KID-TV Idaho Falls, Idaho, Idaho Radio Corp.—Mod. CP (BPCT-871) as mod., which authorized new tv stations for extension of completion date to 8-25-54 (BMPCT-1860).

WQED Pittsburgh, Pa., Metropolitan Pittsburgh Educational Tv Station—Mod. CP (BPET-25) as mod., which authorized new non-commercial educational tv station to change monitoring equipment (BMPET-25).

FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

Public Notice 1718, February 12, 1954

TV APPLICATIONS AND GRANTS TO FEB. 1, 1954

Following is a record of the Commission's tv processing activity since the lifting of the freeze up to February 1, 1954:

Disposition of Post-Freeze Applications for New Tv Stations:

Total applications filed	1,204
Applications disposed of by grants (including 45 grants subsequently surrendered)	527
Applications disposed of by dismissals, denials, etc.	356
Total disposed of	883
Applications pending (all but 53 are competitive)	321

Applications for Major Changes in Tv Facilities:

Total applications filed	311
Total disposed of	284
Applications pending	27

Number of Post-Freeze Tv Stations Requested and Granted:

	Commercial	Noncommercial	Total
Total applications	1,159	45	1,204
Total number of stations represented	595	44	639
Total grants (exclusive of 45 grants surrendered)	453	29	482
Per cent of total stations requested which have been granted	76.1%	65.9%	75.4%

Total Tv Grants, Pre-Freeze and Post-Freeze, Present and Potential:

Number of pre-freeze stations	108
Number of post-freeze grants	482
Number of potential grants, represented by pending applications	157
Total present and potential stations	747

Number of Tv Communities—February 1, 1954:

	Based Upon Stations On The Air	Authorized Stations	Authorized Stations Plus Pending Applications
Vhf Only	120	129	150
Uhf Only	71	118	114
Vhf and Uhf	32	77	105
Total Tv Communities	223	324	369

Number of Commercial Stations in Tv Communities as of February 1, 1954:

Based on Stations on the Air

Number of Stations in the Community:	1	2	3	4	5	6	7	8	9	Total
Vhf Only	76	29	10	3	..	..	2	..	..	120
Uhf Only	57	13	1	..	..	..	..	..	..	71
Vhf-Uhf	..	23	6	3	..	..	..	..	..	32
Total Communities	133	65	17	6	..	..	2	..	..	223

Based on Authorized Stations

Number of Stations in the Community:	1	2	3	4	5	6	7	8	9	Total
Vhf Only	93	24	9	2	..	..	1	..	..	129
Uhf Only	95	19	4	..	..	..	..	..	..	118
Vhf-Uhf	..	35	20	13	6	1	1	1	..	77
Total Communities	188	78	33	15	6	1	2	1	..	324

Based on Authorized Stations Plus Pending Applications

Number of Stations in the Community:	1	2	3	4	5	6	7	8	9	Total
Vhf Only	106	29	13	2	..	..	..	..	..	150
Uhf Only	92	19	3	..	..	..	..	..	..	114
Vhf-Uhf	..	41	24	20	9	8	..	1	2	105
Total Communities	198	89	40	22	9	8	..	1	2	369

Number of Commercial Tv Stations in Vhf-Uhf Communities—As of February 1, 1954:

Communities With:	Based on Stations on Air	Authorized Stations	Authorized Stations Plus Pending Applications
One Vhf Station and:			
One Uhf	23	35	41
Two Uhf	3	9	6
Three Uhf	1	5	2
Four Uhf	..	1	..
Two Vhf Stations and:			
One Uhf	3	11	18
Two Uhf	1	5	12
Three Uhf	..	1	2
Four Uhf	..	..	1
Three Vhf Stations and:			
One Uhf	1	3	6
Two Uhf	..	4	7
Three Uhf	..	1	5
Four Vhf Stations and:			
One Uhf	..	..	..
Two Uhf	..	..	2
Three Uhf	..	1	..
Five Uhf	..	..	1
Seven Vhf Stations and:			
One Uhf	..	1	1
Two Uhf	..	..	1
	32	77	105

Per cent of Communities With Specified Number of Tv Stations as of February 1, 1954

Number of Stations	Based on On Air	Authorized Stations	Authorized Stations Plus Pending Applications
1	59.6%	58.1%	53.6%
2	29.2	24.0	24.2
3	7.6	10.2	10.8
4	3.6	7.7	11.4
Total Per cent	100.0	100.0	100.0
Total Communities	223	324	369

Fulltime Network in Growth Market
$125,000.00

This attractive property is located in one of the southwest's great growth markets. It is profitable, clean and fixed assets are above average. Good financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Moves more goods off dealers shelves than does any other Atlanta TV outlet because WSB-TV is

The Southeast's truly great AREA station

When a time buyer selects WSB-TV he picks up a highly profitable bonus audience for his advertiser. Programming on low channel 2 with 100,000 watts from a 1062 ft. tower, WSB-TV delivers far more than the immediate Atlanta area alone. This station's impact throughout Georgia and its remarkable strength in Georgia's important secondary markets is a plus value of outstanding worth to sponsors. This total WSB-TV audience cannot be equalled by any other Georgia station. Ask Petry for availabilities.

wsb-tv
ATLANTA, GEORGIA

Channel 2 with 100,000 watts from 1062 ft. tower. Georgia's only full NBC service.

AFFILIATED WITH THE ATLANTA JOURNAL AND CONSTITUTION

TELESTATUS

Feb. 22, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► **WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
► **WBRC-TV (6) NBC; Raymer; 184,300**
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown
Decatur†—
WMSL-TV (23) 12/26/52-5/1/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
► WKAB-TV (48) CBS, DuM; Forjoe; 41,600
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery†—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 23,100
Montgomery Bcstg. Co. (12), Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 80,289
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 80,289
► KOY-TV (10) ABC; Blair; 80,289
► KPHO-TV (5) ABC, CBS, DuM; Katz; 80,289
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 19,825
► KVOA-TV (4) NBC; Raymer; 19,825
Yuma†—
► KIVA (11) DuM; Forjoe; 17,902

ARKANSAS

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown
Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/15/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► **KRTV (17) CBS, DuM; 51,000**
Pine Bluff†—
► KATV (7) ABC; Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 49,600
► KERO-TV (10) CBS, NBC; Avery-Knodel; 98,831
Berkeley (San Francisco)—
KQED (*9) 7/24/53-Unknown
Chico—
► KHSL-TV (12) CBS, NBC; Grant; 28,200
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair
Fresno—
► KBID-TV (53) Meeker
► KJEO-TV (47) ABC; Branham; 89,052
► KMJ-TV (24) CBS, NBC; Raymer; 85,841
Los Angeles—
KBIC-TV (22), 12/10/52-Spring '54
► **KABC-TV (7) ABC; Petry; 1,758,985**
► **KCOP (13) Katz; 1,758,985**
► **KHJ-TV (9) H-R; 1,758,985**
► **KNBH (4) NBC; NBC Spot Sls.; 1,758,985**
► **KNXT (2) CBS; CBS Spot Sls.; 1,758,985**
► **KTLA (5) Raymer; 1,758,985**
► **KTTV (11) DuM; Blair; 1,758,985**
► **KTHE (*28)**
Merced†—
KMER (34), 9/16/53-Unknown
Modesto†—
KTRB Bcstg. Co. (14) 2/17/54-Unknown

Newest Starters:

Listed below are the newest stations that have started commercial operation:

KBID-TV Fresno, Calif. (ch. 53), Feb. 13.
WRDW-TV Augusta, Ga. (ch. 12), Feb. 15.
WTOC-TV Savannah, Ga. (ch. 11), Feb. 14.
WNEM-TV Bay City, Mich. (ch. 5), Feb. 16.

Monterey†—
► **KMBY-TV (8) CBS; Hollingbery; 190,212**
Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) 46,000
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) CBS, NBC; Hollingbery; 380,990
San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53
San Diego—
► **KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382**
► KFSD-TV (10) NBC; Katz; 206,382
Elliot Cushman (21), 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 829,400
► KPIX (5) CBS, DuM; Katz; 829,400
► KRON-TV (4) NBC; Free & Peters; 829,400
KSAN-TV (32) McGillvra; 4/29/53-4/6/54
San Jose†—
KVIE (48), 6/17/53-October '54
Standard Radio & Tv Co. (11), Initial Decision 11/18/53
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 64,579
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827
Stockton†—
► KTVU (36) Hollingbery
Radio Diablo Inc. (13) 2/11/54-6/1/54
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 107,000
Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 39,217
► KRDO-TV (13) NBC; McGillvra; 35,600
Denver—
► KBTV (9) ABC, CBS; Free & Peters; 197,516
► KFEL-TV (2) NBC; Blair; 197,516
► KLZ-TV (7) CBS; Katz; 197,516
► KOA-TV (4) NBC; Petry; 197,516
KRMA-TV (*6), 7/1/53-1954
Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,000
► KDZA-TV (3) McGillvra; 40,200

CONNECTICUT

Bridgeport—
WCTB (*71), 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 54,019
WSJL (49), 8/14/52-Unknown
Hartford†—
WEDH (*24), 1/29/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100 mile area
NOW
319,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 137,063

New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 659,040
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Rambeau; 110,600

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 184,762
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 591,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
WINK-TV (11) Weed; 3/11/53-3/1/54

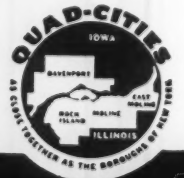
Jacksonville—
► WJHP-TV (36) Perry
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 208,441
WOBS-TV (30) Stars National; 8/12/53-April '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27), 12/2/53-Unknown

WHBF-TV
ROCK ISLAND, ILL.

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (250,000)

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) CBS; Blair; 10/14/53-June '54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) Initial Decision 2/3/54.
► WIRK-TV (21) Weed; 21,405
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-6/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC; Hollingbery; 71,000
► WRDW-TV (12) CBS; Headley-Reed

Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 22,500
► WRBL-TV (4) CBS; Hollingbery

Macon—
► WETV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 60,000

Rome†—
► WROM-TV (9) Weed; 75,500

Savannah†—
► WTOC-TV (11) ABC, CBS; Katz

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-3/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 24,900
► KIDO-TV (7) NBC, DuM; Blair; 24,800
KTVI (9) ABC; Hollingbery; 1/15/53-October '54

Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-April '54

Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 202,000

Bloomington†—
► WBLN (15) McGillvra;12,350

Champaign—
► WCIA (3) Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,810,000
► WBKB (7) ABC; Blair; 1,810,000
► WGN-TV (9) DuM; Hollingbery; 1,810,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,810,000
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11), 11/5/53-Unknown*

Danville—
► WDAN-TV (24) Everett-McKinney; 15,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22)

Joliet†—
WJOL-TV (48), 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 124,825
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361

Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040

Elkhart†—
WSJV (52) H-R; 6/3/53-3/1/54

Evansville†—
► WFIE (62) Venard; 41,750

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 63,931
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000
WJRE (26), 3/26/53-Unknown
Universal Bstg. Co. (8) Bolling; 1/28/54-Summer '54

LaFayette†—
► WFAM-TV (59) Rambeau; 43,120

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 56,725

Princeton†—
► WRAY-TV (52) Walker; 25,000

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 97,470

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-Summer '54

Waterloo†—
WINT (15) 4/6/53-3/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 194,376

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361

Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-April '54

Fort Dodge†—
► KQTV (21) Pearson; 41,000

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 80,000
KCOM Bcstg. Co. (4) 1/21/54-Unknown

Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 89,639

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 46,953

Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
► WEHT (50) CBS; Meeker; 31,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lexington†—
WLAP-TV (27) Pearson; 12/3/53-4/1/54

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 326,776
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Venard; 55,483
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000
WBRZ-TV (2) 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10), 9/16/53-3/15/54
KLFY-TV (10), 9/16/53-3/15/54

Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
► KTAG (25) ABC, CBS, DuM; Young

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 98,450
► KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late Winter '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 235,077
► WJMR-TV (61) DuM; Bolling; 56,443
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 31,500

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000

Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 16,000

Poland†—
WMTW (8), 7/8/53-4/1/54

Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 31,000

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 535,180
► WBAL-TV (11) NBC; Petry; 535,180
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 535,180
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54

MASSACHUSETTS

Adams (Pittsfield)†—
WMGT (74) Walker; 2/18/53-2/22/54 (granted STA Feb. 1)

Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,143,486
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,143,486

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; 96,250

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV (28), Walker; 7/11/53-Spring '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 118,000
► WWLP (61) ABC, NBC; Hollingbery; 118,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 17,200
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 44,850

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 357,094

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
► WILS-TV (54) DuM; Venard; 31,240
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 250,225

Muskegon†—
WTVM (35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280
WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7), 11/25/53-Unknown

MINNESOTA

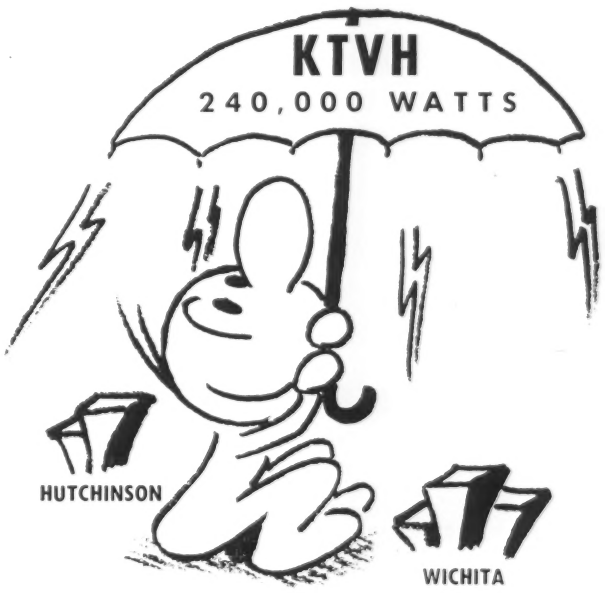
Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700

KANSAS KOVERAGE



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KTVH
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VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

► WTCN-TV (11) ABC; Blair; 413,400

Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 65,000

St. Paul (Minneapolis)—
► KTSP-TV (5) NBC; Petry; 425,700
► WMIN-TV (11) ABC; Blair; 413,400

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/31/54

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC; Katz; 373,426
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 65,934
► KMBC-TV (9) CBS; Free & Peters; 373,426
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 373,426
► WHB-TV (9) CBS; Blair; 373,426

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 205,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 38,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 7,500
KRHT (8), 1/15/53-Unknown

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,000

Great Falls†—
KFBB-TV (5) CBS; Weed; 1/15/53-March '54

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 15,630

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) DuM; Avery-Knodel; 75,938

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
WMUR-TV (9) Weed; 8/26/53-3/1/54

Mt. Washington†—
WMTW (8), 7/8/53-4/1/54

NEW JERSEY

Asbury Park†—
► WRTV (58)

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,110
WOCN (52), 1/8/53-Unknown

Camden†—
South Jersey Bcstg. Co. (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 40,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518

Clovis†—
KNEH (12), 3/4/53-Unknown

Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 17,743

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 57,000
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12), ABC, CBS, NBC, DuM; Bolling; 209,357
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 381,245(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Elmira—
► WECT (18) NBC; Everett-McKinney; 26,516
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Poughkeepsie†—
WEOK-TV (21) 11/26/52-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 351,500
WTRI (35) CBS; Headley-Reed; 6/11/53-3/1/54

Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 296,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 296,962

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 134,000

Watertown†—
WWNY-TV (43) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,400
WLOS-TV (13), 12/9/53—Unknown

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC; Bolling
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145

Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
WTIK-TV (11) 1/21/54-Unknown

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 214,158

Greenville—
WNCT (9) CBS, DuM; Pearson

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820

Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-Unknown
Wilmington Tv Corp. (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 173,340
► WTOB-TV (26) ABC, DuM; H-R; 45,600

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 31,000

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) Gill-Perna

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
WQXN-TV (54) Forjoe; 5/14/53-October '54
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320
► WIFE (22) Headley-Reed; 38,535
► WLWD (2) NBC; WLW Sls.; 300,000

Elyria†—
Elyria-Lorain Bcstg. Co. (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 105,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 34,772

Miami†—
KMIV (58), 4/22/53-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 251,742
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 251,742
*KOED (*13), 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-2/28/54 (granted STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000
Arthur R. Olson (17) 2/4/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OREGON

Eugene†—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/1/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KPIC (24) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Unknown
WQCY (39), 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427
Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098
Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 85,750
► WTPA (71) NBC; Headley-Reed; 85,750
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 741,267
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 286,939
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Pearson; 138,300
Lewiston†—
WMRF-TV (38), 4/2/53-Unknown
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 85,802
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,766,641
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780
► WENS (16) ABC, CBS; Petry; 154,239
► WKJF-TV (53) Weed; 174,300
WQED (•13), 5/14/53-February '54 (granted STA Oct. 14)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 127,350
Scranton—
► WARM-TV (16) Hollingbery; 135,000
► WGBI-TV (22) CBS; Blair; 130,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
Leonard J. Shafitz (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 152,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
WNET (16) ABC, DuM; Raymer; 4/8/53-3/1/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

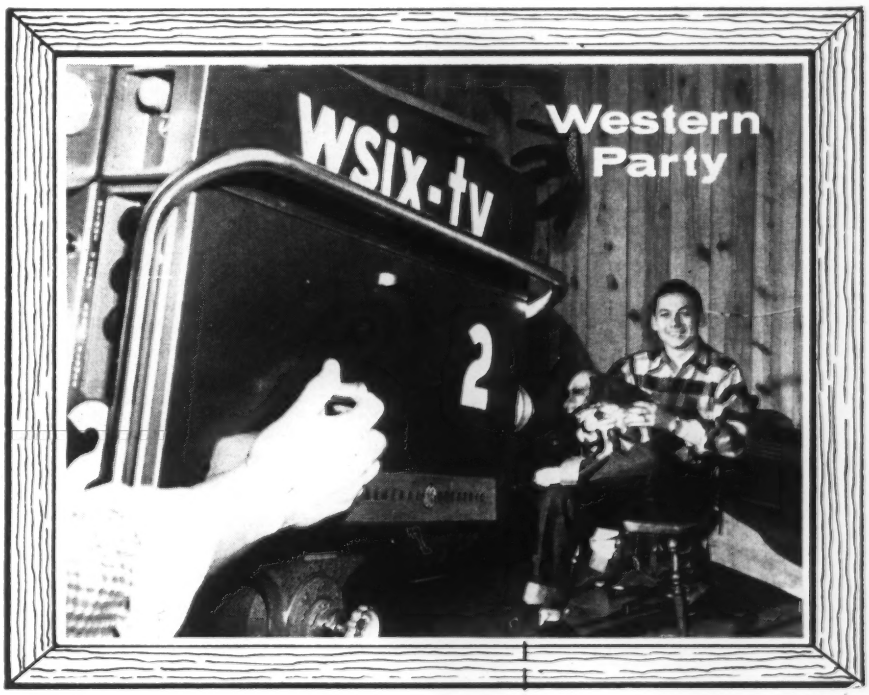
Aiken†—
WAKN-TV (54), 10/21/53-Unknown
Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,000
Camden†—
WACA-TV (15) 6/3/53—Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 51,043
Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,982
► WIS-TV (10) NBC; Free & Peters; 68,074
► WNOK-TV (67) CBS, DuM; Raymer; 35,000
Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, NBC, DuM; H-R; 40,863
Greenwood†—
WCRS-TV (21), 4/8/53-Unknown
Spartanburg†—
WORD-TV (7) CBS; 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 52,127

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF Bcstg. Co. (12) Branham; 1/28/54-6/15/54
Jackson†—
WDXI-TV (9), 12/2/53-6/1/54
Johnson City†—
► WJHL-TV (11) Pearson; 44,469
Knoxville—
► WTVS (6) ABC, NBC; Avery-Knodel; 55,935
► WTSK (26) CBS, DuM; Pearson; 42,380
Memphis—
► WHBQ-TV (13) CBS; Blair; 253,061
► WMCT (5) ABC, NBC, DuM; Branham; 253,061
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869



Meet Western Party's JIM LYNA

Every afternoon from 4:30 to 5:45 PM, Mondays thru Fridays, Jim Lyna emcees WSIX-TV's Western Party on Nashville's Channel 8 airing a full length cowboy movie and a short-short funny paper skit.

Talented and personable, youthful Jim Lyna was immediately accepted by the small-fry throughout this region. Kids love the show and prove it with mail often exceeding 500 letters daily. And lots of Dads and Moms are in his regular listener group.

Success stories? Sure, we've got 'em! Call your Hollingbery man or the station and see how you can perk up sales in Middle Tennessee-Southern Kentucky with WSIX-TV's Western Party at regular participating card rates.

wsix-tv channel 8
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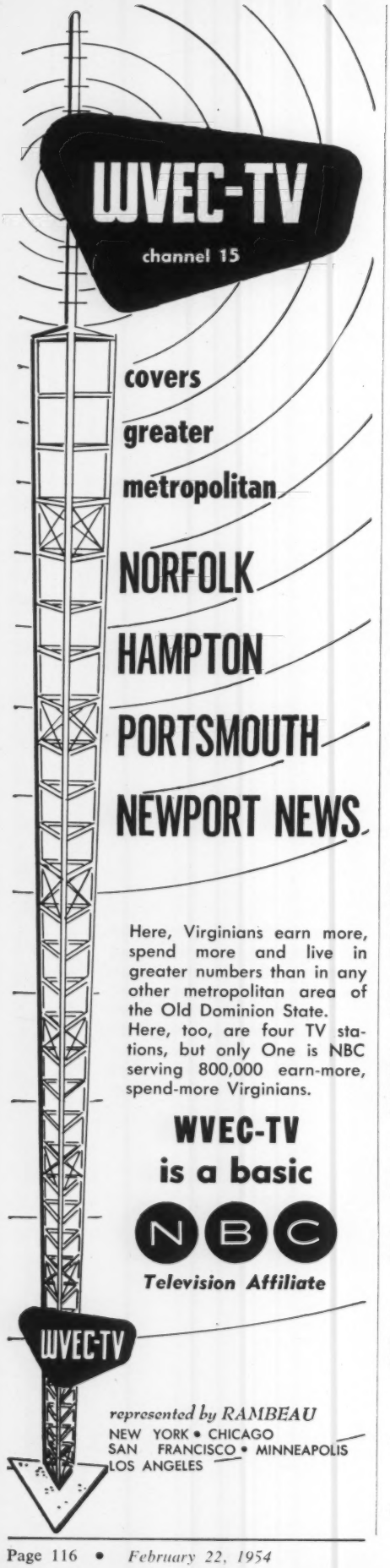
CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
ABC and DuMont



► **WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591**
Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,502
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 44,361
► KGNC-TV (4) NBC, DuM; Katz; 44,361
KLYN-TV (7), 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 56,840
Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53
Corpus Christi†—
Coastal Bend Tv Co. (22), 1/6/53-Unknown
H. L. Hunt (43), 12/9/53-Unknown
Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 319,000
► **WFAA-TV (8) ABC, NBC, DuM; Petry; 319,000**
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 36,503
► KTSM-TV (9) NBC; Hollingbery; 34,380
Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 303,411
Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300
Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 300,000
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), Initial Decision 1/14/53
Longview†—
► KTVE (32) Forjoe; 16,100
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 42,561
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 42,561
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16), 6/25/53-Unknown
Midland—
► KMID-TV (2) NBC; Venard; 26,000
San Angelo†—
► KTXL-TV (8) CBS; Venard; 20,063
San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 181,870
► WOAI-TV (4) NBC; Petry; 181,870
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543
Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 65,107
Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232
Lucille Ross Lansing (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 30,048
Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-3/1/54 (granted STA Jan. 18)
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 153,100
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 153,100
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville†—
WBTM-TV (24) Hollingbery; 12/18/52-2/21/54 (granted STA Jan. 7)
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 76,250
Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 68,798
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery 102,231
Newport News—
► **WACH (33) Avery-Knodel**
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 209,676
► WTOV-TV (27) ABC, DuM; Forjoe; 83,100
► **WVEC-TV (15) See Hampton**
Richmond—
WOTV (29), 12/2/53-Unknown
► **WTVR (6) ABC, CBS, NBC, DuM; Blair; 430,134**
Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 233,374

WASHINGTON

Bellingham†—
► **KVOS-TV (12) Forjoe; 33,301**
Seattle—
► KING-TV (5) ABC; Blair; 332,400
► KOMO-TV (4) NBC; Hollingbery; 332,400
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 52,796
► **KXLY-TV (4) CBS, DuM; Walker; 46,678**
Tacoma—
► KMO-TV (13) Branham; 332,400
► KTNT-TV (11) CBS, DuM; Weed; 332,400
Vancouver†—
KVAN-TV (21) 9/25/53-Unknown
Yakima—
► **KIMA-TV (27) CBS; Weed; 14,733**

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed 30,000
The Tierney Co. (8) Branham; 2/11/54-May '54
Clarksburg†—
Ohio Valley Bcstg. Corp. (12) Branham; 2/17/54-9/1/54
Fairmont†—
WJPB-TV (35) ABC, DuM; Gill-Perna; 7/1/53-3/15/54
Huntington—
► **WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 275,000**
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 20,000
Wheeling—
WLTV (51), 2/11/53-Unknown
► **WTRF-TV (7) NBC; Hollingbery; 451,500**

WISCONSIN

Eau Claire†—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230**
Green Bay—
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253**
La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
La Crosse Tv Corp. (38), 12/16/53-Unknown
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► **WKOW-TV (27) CBS; Headley-Reed; 35,000**
► **WMTV (33) ABC, DuM; Meeker; 32,000**
Marinette†—
WMGB-TV (11), 11/18/53-Unknown
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 236,640
► WOKY-TV (19) ABC, DuM; H-R; 236,640
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 644,973**
Neenah†—
► WNAM-TV (42) George Clark
Oshkosh—
► WOSH-TV (48) Headley-Reed; 17,668
Superior†—
WDSM-TV (6) CBS; Free & Peters; 10/14/53-3/1/54 (granted STA Feb. 9)
Wausau†—
Alvin E. O'Kinski (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-3/15/54

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed
► KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HAWAII

Honolulu†—
► KGMB-TV (9) ABC, CBS; Free & Peters; 44,944
► KONA (11) NBC, DuM; NBC Spot Sls.; 41,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-3/15/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-February '54
WKAQ-TV (2) Inter-American; 7/24/52-3/1/54

CANADA

London†—
► CFPL-TV (10)
Montreal—
► CBFT (2) 143,005
► CBMT (6) 143,005
Ottawa—
► CBOT (4) 10,100
Sudbury†—
► CKSO-TV (5) 4,938
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
► XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 364; total cities with stations on air; 240. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 27,785,000.

*** Indicates educational stations**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 266,526 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

UPCOMING

FEBRUARY

Feb. 22-24: NCAA Tv committee holds hearings on controlled football tv plan, New York (hotel not yet announced).

Feb. 24: Voice of Democracy awards luncheon, Shoreham Hotel, Washington.

MARCH

March 4-6: Radio-Tv Conference, U. of Oklahoma, Norman.

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 5-7: High Fidelity Fair, Hotel Harrington, Washington, D. C.

March 5-7: National Federation of Advertising Agencies, Hotel Statler, Los Angeles.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and by-laws.

March 21: Third rally of RETMA firms making military equipment, Roosevelt Hotel, New York.

March 22: Tennessee Assn. of Broadcasters, Nashville.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 23: Kentucky Broadcasters Assn., spring meeting, Hotel Seelbach, Louisville.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

APRIL

April 1: Comments due on FCC proposed license fees.

April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.

April 11: Replies due to comments on FCC proposed license fees.

April 18-23: Inside Advertising Week.

April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.

April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.

May 23: NARTB Convention, Palmer House, Chicago.

May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

JUNE

June 20-23: Advertising Federation of America, Boston.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Salt Lake City.

AUGUST

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 30-Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

SPECIAL LISTING

BMI Program Clinics

March 8: Albuquerque, N. M.; Austin, Tex.
March 9: Phoenix, Ariz.
March 10: Los Angeles; New Orleans
March 12: San Francisco; Jackson, Miss.
March 15: Vancouver, B. C.; Columbia, S. C.
March 17: Seattle; Winston-Salem, N. C.
March 19: Portland, Ore.; Richmond, Va.
March 22: Birmingham, Ala.; Nashville, Tenn.
March 24: Atlanta, Ga.; Louisville, Ky.
March 26: Orlando, Fla.; Huntington, W. Va.
March 29: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio
April 2: Jefferson City, Mo.; Jackson, Mich.
April 5: Hutchinson, Kan.; Altoona, Pa.
April 7: Beatrice, Neb.; Camden, N. J.
April 9: Des Moines, Iowa; Washington, D. C. (D. C.-Md.)
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana

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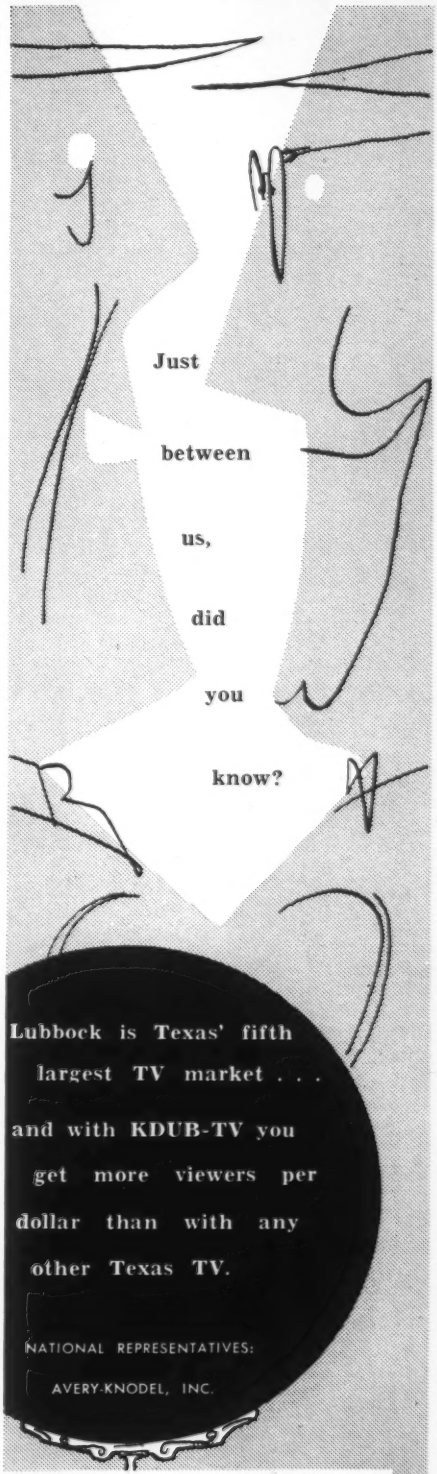

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editorials

Mr. Duffy on Commercials

WHENEVER there is criticism of commercial practices on television, the temptation is to dismiss it as the work of, at worst, sworn enemies of the system or, at best, a hypersensitive minority. The criticism advanced Feb. 14 by Ben Duffy can hardly be classified as coming from either extreme.

As president of BBDO, Mr. Duffy represents television's biggest single customer. His agency spent $35 million in tv in 1953, according to B•T estimates. Thus it must be acknowledged that he speaks as a knowledgeable critic of a system his company does much to support.

Mr. Duffy believes there are too many commercials. The profusion of commercials during and between programs is a disservice to public and advertisers alike. The sponsor of, say, a half-hour show finds the impact of his allotted three minutes of advertising diluted by the several spots for other advertisers that are wedged in before and after his show. The viewer finds the commercials generally disagreeable, not because any of them is in bad taste but because of the sheer number he must endure.

What Mr. Duffy's criticism implies is that too many telecasters are violating the commercial limitations in the television code to which they subscribe. It is not the first time that an important customer of television has observed such violations. Several months ago Sigurd S. Larmon, president of Young & Rubicam, reported that his staff had detected wholesale flouting of the code's commercial provisions, and he called for a clean-up among telecasters. It may be worth noting that Mr. Larmon's agency is tv's second biggest customer, having spent $34 million in the medium in 1953.

While it cannot be said that in the telecaster-agency relationship the customer is always right, neither can it be said he is always wrong. In this case, particularly, the weight of evidence supports the positions of the two biggest customers of television. Their complaints deserve attention and action.

Traffic Jam

IT WOULD be difficult to imagine a more commendable purpose than that of the White House Conference on Highway Safety, which some 3,000 American leaders, including half a hundred broadcasters and telecasters, attended last week. The monstrous toll of highway accidents cries for corrective action.

But however laudable the purpose of the conference, its concept and procedures were open to criticism. To summon 3,000 people to a conference guaranteed the affair would degenerate into a bureaucratic maze of high-minded speeches and endless appointments of subcommittees in charge of drafting resolutions. The nature of the conference was best exemplified by the Wisconsin weekly newspaper publisher who, despite heroic searching, was unable to find his own panel meeting and so sat in with the broadcasters at theirs.

Instead of dragging 3,000 busy executives to Washington for what amounted to a mass meeting, the cause of traffic safety would have been far better served by a much smaller assembly. In the case of radio and television, a committee of three could as well have represented those enterprises and set the pattern for a safety campaign.

Radio and television have been used with conspicuous success in major national education and communications efforts. They can do a job for traffic safety, but only if the campaign is planned in a practical way by practical broadcasters and telecasters, undistracted by the complications of an agenda so diverse and distended as that of the meeting last week.

Seeing the Error of Its Ways

THE CHANGED order at the FCC was never more pointedly demonstrated than in its handling of the Westinghouse multiple-ownership case during the last fortnight. It, in effect, confessed error and undid what it had perpetrated a week earlier.

Westinghouse, licensee of two television stations and an applicant for two others, found that three of the 20 directors of the parent company held minority interests in other broadcasting properties. Not one of the three sat on the board of Westinghouse Broadcasting Co., wholly-owned subsidiary.

To make certain where it stood—in the light of the existing five station ownership limitation in tv—Westinghouse asked the FCC for a ruling. By a surprising split vote, the Commission first held that Westinghouse was in violation. It held the inconsequential and indirect interests of the three directors constituted "common control" within the meaning of the rules.

Westinghouse promptly petitioned for reconsideration, seeking a waiver until the whole question of multiple ownership could be reviewed, notably in the light of the pending Storer Broadcasting Co. litigation. In the original action, Comr. Doerfer held the FCC's action was unreasonable and, in his judgment, invalid. Comr. Sterling asked that it be deferred pending study as well as the outcome of the litigation.

It is to the credit of the Commission that it saw its error. Under former auspices, it could have happened, but never did.

The proposed rule, if adhered to the letter, probably would mean that no individual holding a share (the rule says 1%) of stock in any company having five tv licenses (NBC, ABC, Storer) could hold an interest in any other company having even a single tv license.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"My idea is to run this slide just before we sign off!"

Dick Doherty's NARTB Legacy

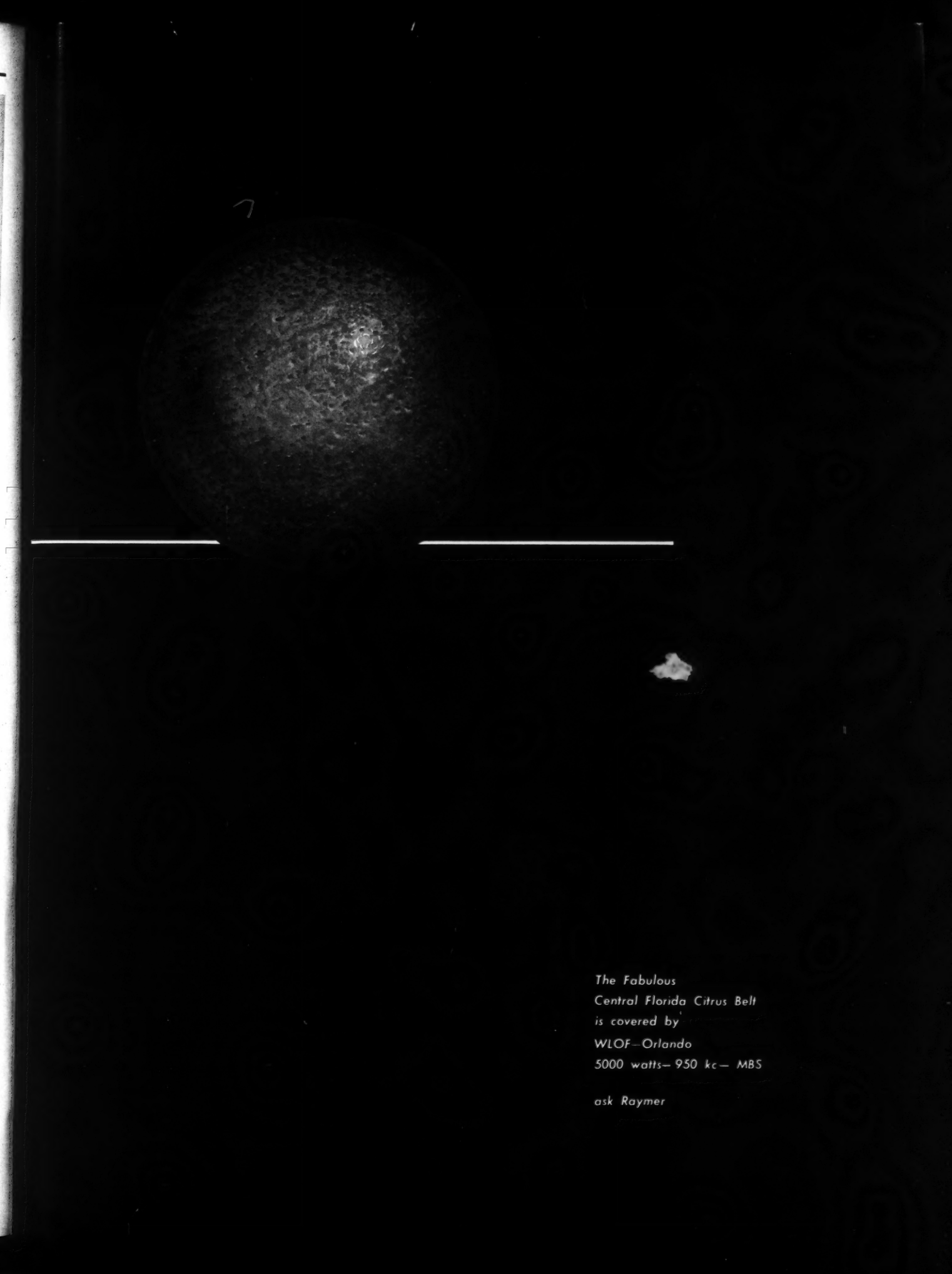
HISTORICALLY, trade associations have been regarded as executive training schools. A specialist in a given pursuit customarily serves a tenure and then steps into an executive position in the same field. It has been much the same way in government too—except perhaps for the foreign service.

Ordinarily the resignation of Richard P. Doherty as labor vice president of NARTB would have occasioned little surprise. But it did, because Dick Doherty, in these past eight years, had established an identity that was synonymous with that trade association. Moreover, in the past few years, NARTB itself had acquired a stability that defied the old stepping-stone theory—this under the wise and efficient direction of President Harold E. Fellows.

Dick Doherty leaves March 1 to hang out his shingle as the head of his own management consultant firm, headquartered in Washington. Hence, his talents as a labor relations counsellor and advisor to radio and television ownership and management are not lost to the field.

During his NAB-NARTB service, Dick Doherty gave to trade association activity a new dimension. He joined NARTB when broadcasters were faced with perplexing and horrendous labor problems. That they were able to cope with virtually all of them without undue distress is attributable to the patterns established by Mr. Doherty, buttressed by economic data the unions could not break down. In 1949, a survey disclosed that NARTB members regarded Dick Doherty's employe-employer department activities as the most valuable of the services performed by NARTB.

Mr. Doherty enters private business with the good wishes of all those who had occasion to observe his work—and benefit from it—during eight exciting years. He should do well as a private counsellor.



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